



Marketing, advertising and public opinion research division

Experiences and Perceptions of Young People Following the War

For:



Geocartography Knowledge Group
Operated By: Professor Avi Degani | Dr. Rina Degani



Methodology



Method:

Internet survey



Respondents:

Men & women aged 22-35, who constitute a representative sample of this population in Israel (both Jewish and Arab, internet users).



Sample size:

N=765



Margin of error:

The maximum statistical error range is $\pm 3.5\%$ at a statistical significance level of 95%



Fieldwork dates:

Beginning of February 2026



Experiences and Perceptions of Young People Following
~~the War~~

Executive Summary



Main Metrics (1/2)

Shock and Trauma - The Formation of the “War Generation”

- Two-thirds of young people were affected by the war; over one-third personally know someone who was killed or injured, and about one-third served in reserve duty themselves or had a partner who did.
- Reserve soldiers served an average of 174 days of reserve duty, and most report that their daily routines were disrupted across many areas of life.
- Young people feel the war affected their generation more than others and undermined their sense of security about the future in Israel. About half report emotional, professional, and economic difficulties.
- More than two-thirds say the war negatively affected their confidence that the state will provide them with security, while only about one-fifth felt the impact was positive.
- Most young people report having a social and family support network, while a smaller share, about two-thirds, say they also have economic support.
- Most believe their generation can help rebuild the country and see their future in Israel, though a smaller share, around two-thirds, feel personally committed to taking part in the rebuilding and believe they can influence social reality.

The Economic Paradox - High Personal Resilience alongside Systemic Barriers

- Most young people hold an academic degree or intend to obtain one in the future. The majority are employees and typically commute about half an hour from their home to their workplace.
- About two-thirds of young people say they have acquired new professional skills and work in their trained field, but salary satisfaction is lower relative to the effort they invest and market standards.
- Young people in Israel tend to believe in their own ability to improve their economic and professional situation but have less confidence in the state's ability to help improve their circumstances.
- Most young people believe they can influence their personal and social circles, but only about half feel they can influence broader spheres. This sense of influence declines as the circle expands.
- Young people are concerned about their economic and professional future and about decision-making in Israel, mainly due to the cost of living and limited representation of their generation.



Main Metrics (2/2)

The Periphery Trap - Between Family Anchors and Opportunity Gaps

- Nearly half of young people are considering leaving Israel.
- Advancement is perceived to depend mainly on personal motivation and family/economic background, not place of residence.
- Residence choices are driven mostly by family, less by proximity to work or studies.
- About three-quarters plan to stay in their current community, which they believe should support raising children.
- Around two-thirds are satisfied with local employment and leisure options and feel belonging and pride in where they live.
- About half feel local authorities support young people, and a similar share believe their generation is represented in decision-making.
- Three-quarters outside the center/Sharon see gaps in services and opportunities; about half would move to the center if they could.
- There is openness to moving to the North or South, especially with better education, nearby family, quality jobs, culture, and transportation.

Framework for a Solution - The “New Deal” for National Recovery

- Nearly half say their motivation to engage in social or public initiatives has increased in recent years; over one-fifth participated in such initiatives in the past year.
- About half are willing to take part in rebuilding the North and the Gaza border region, and around one-fifth would consider relocating there for several years.
- Key motivations include Zionism, mutual responsibility, and lower housing costs, while the main barrier is lack of trust in state protection and personal security.
- The main driver for joining the initiative is improving personal economic conditions, while relocation depends mainly on quality employment opportunities and long-term personal security.



Detailed Findings



Experiences and Perceptions of Young People Following ~~the War~~

Part 1:

Shock and Trauma - The Formation of the “War Generation”

Analysis of the direct exposure to the events of October 7 and the impact of the war on personal resilience.

- A sense of “collective trauma” has emerged, with 74% of young people feeling that their generation was affected more than others, and 30% served in the reserves themselves or have a partner who served.
- About 66% of young people report being directly affected by the war, including circles of bereavement and injury (38% know someone personally who was affected).
- The war created an “ongoing upheaval” in daily life - 71% report a decline in their ability to concentrate, feel secure, and mainly an increase in anxiety about unexpected events.



About two-thirds of young people in Israel experienced a direct impact from the war.

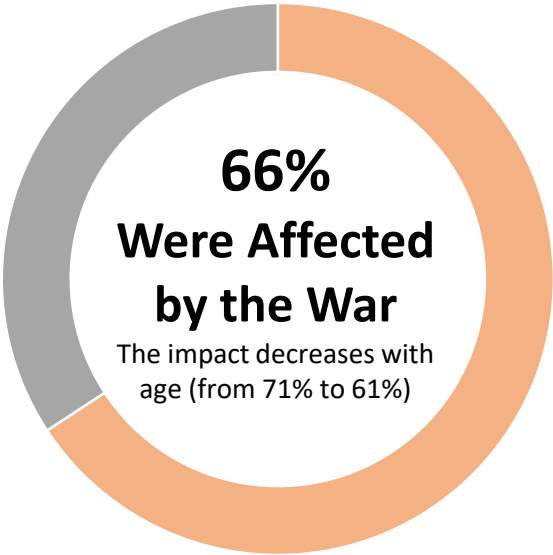
Most report effects on their daily lives, mainly loss or injury of acquaintances (38% in total).

For about a third, the war involved extended reserve duty for themselves or their partners, causing a significant disruption to life continuity.

Impact and Influencing Factors Following the War

Additional responses were mentioned at lower rates

Direct Impact from the War



Influencing Factors



★ Significant difference

Were you directly affected by the war? If yes, how?

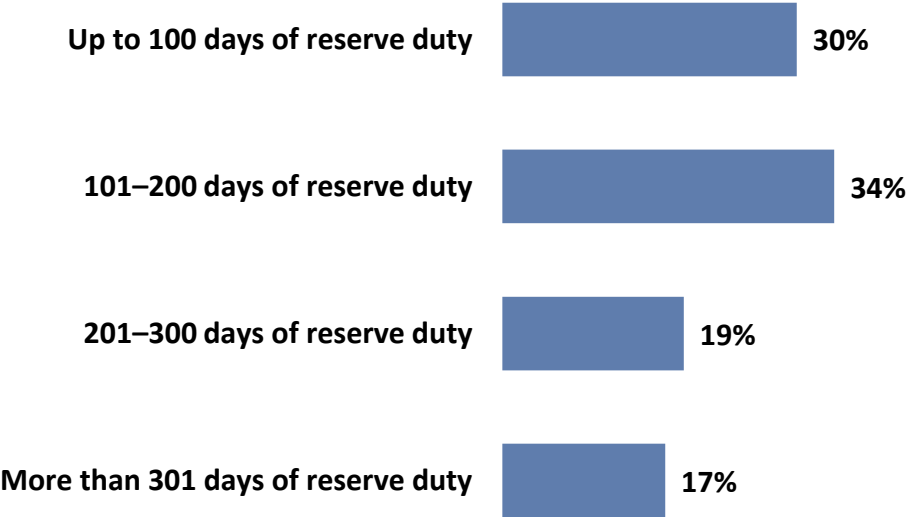


Over one-third of reservists served more than 200 days.

A significant share (36%) exceeded 200 reserve days, with 17% serving over 300 days.

Days of Reserve Duty Since the Start of the War

Among those who served in the reserves, N=155



174
days of reserve
duty on average

How many days of reserve duty have you served since October 7?

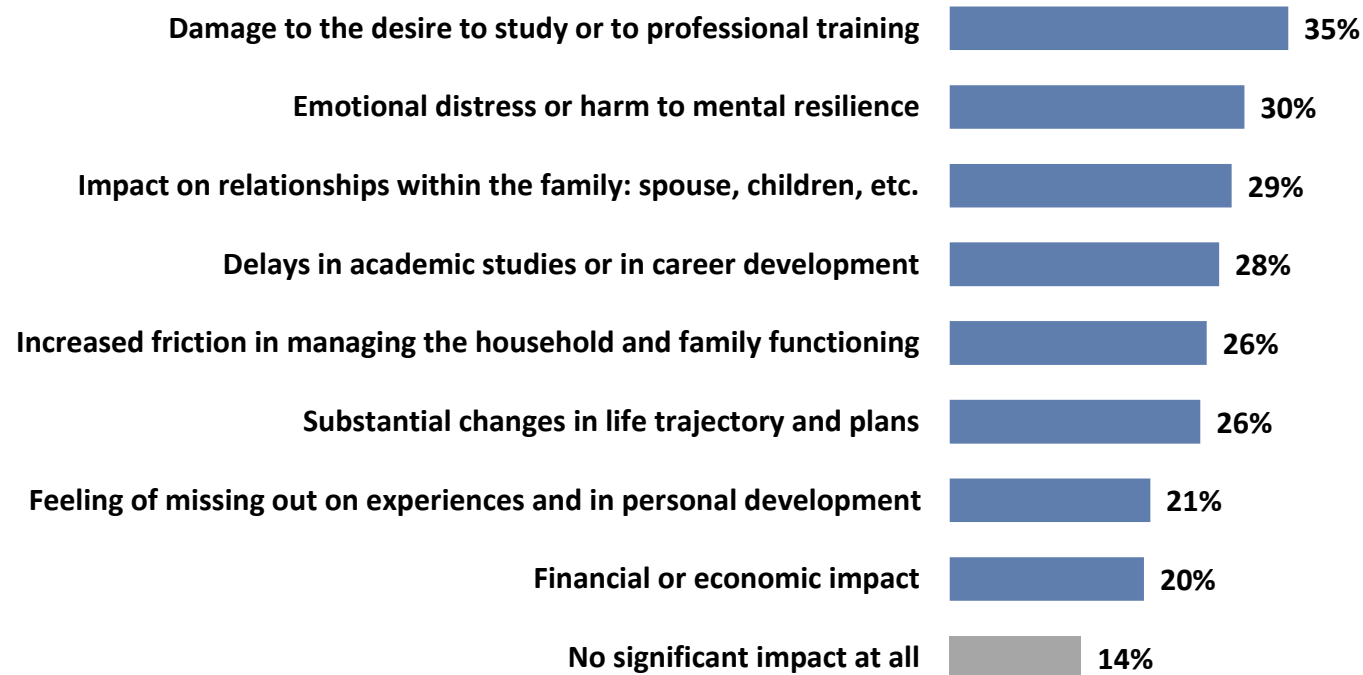


Extended reserve service affected all areas of young people's lives.

majority report significant disruption to daily routines, with only a small minority experiencing no major change.

The impact spans key pillars of this life stage- from academic and career continuity to mental resilience and family relationships.

Impact of Reserve Duty on Life Routine Among those who served in the reserves, N=155



How has reserve duty affected your daily routine?

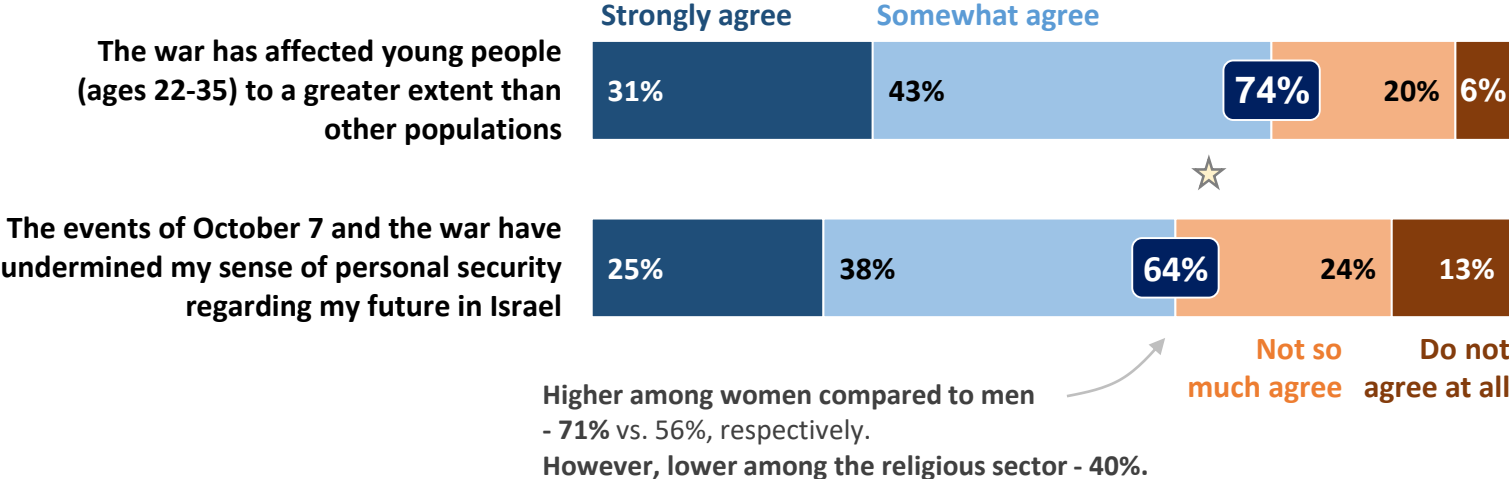


A strong generational sense of impact is evident, accompanied by concern about the future in Israel.

An overwhelming majority of young people feel their generation has carried a disproportionate share of the war's burden.

This has translated into a trust crisis, with 64% saying their confidence in building a future in Israel has been shaken following the war.

The Impact of the War on Personal Aspects (1)



☆ Significant difference

To what extent has the war affected the following aspects of your life?



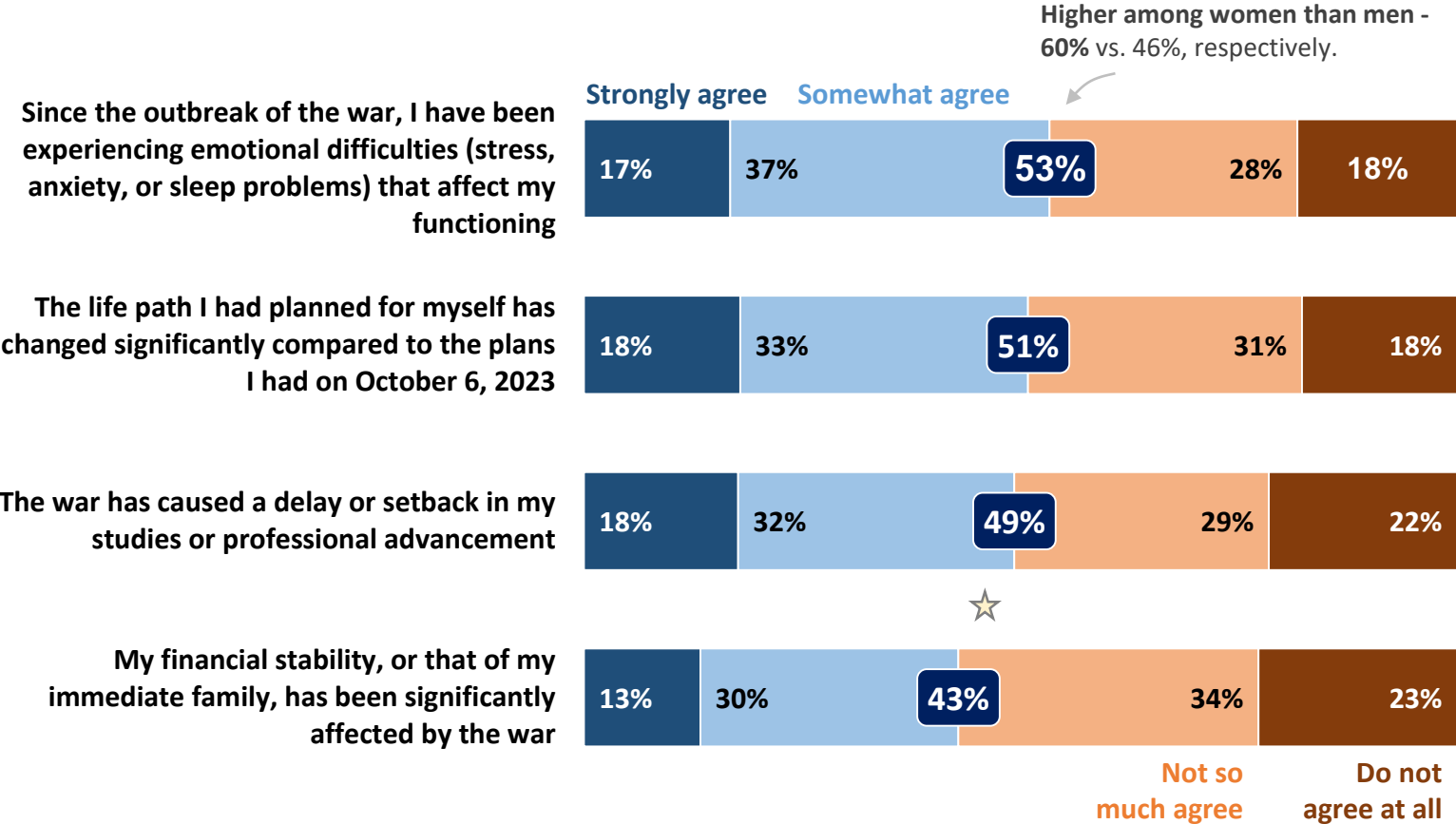
About half of young people report a setback in building their future.

The war has significantly altered the life path planned by about half of young people, with 43% reporting damage to their financial stability.

Today, one in two young Israelis reports emotional difficulties affecting daily functioning and slowing or reversing their studies and career progress.

These impacts on life trajectory, education, and financial stability are stronger among those with only secondary education and decrease as education rises (55% vs. 35% among those with MA and above).

The Impact of the War on Personal Aspects (2)



★ Significant difference

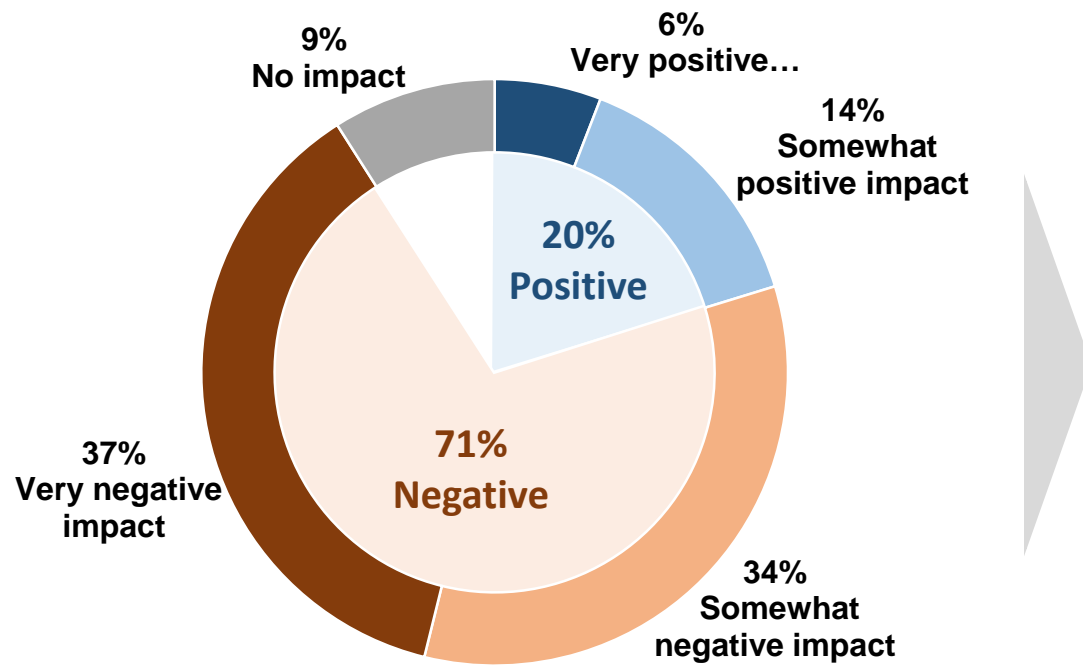
To what extent has the war affected the following aspects of your life?



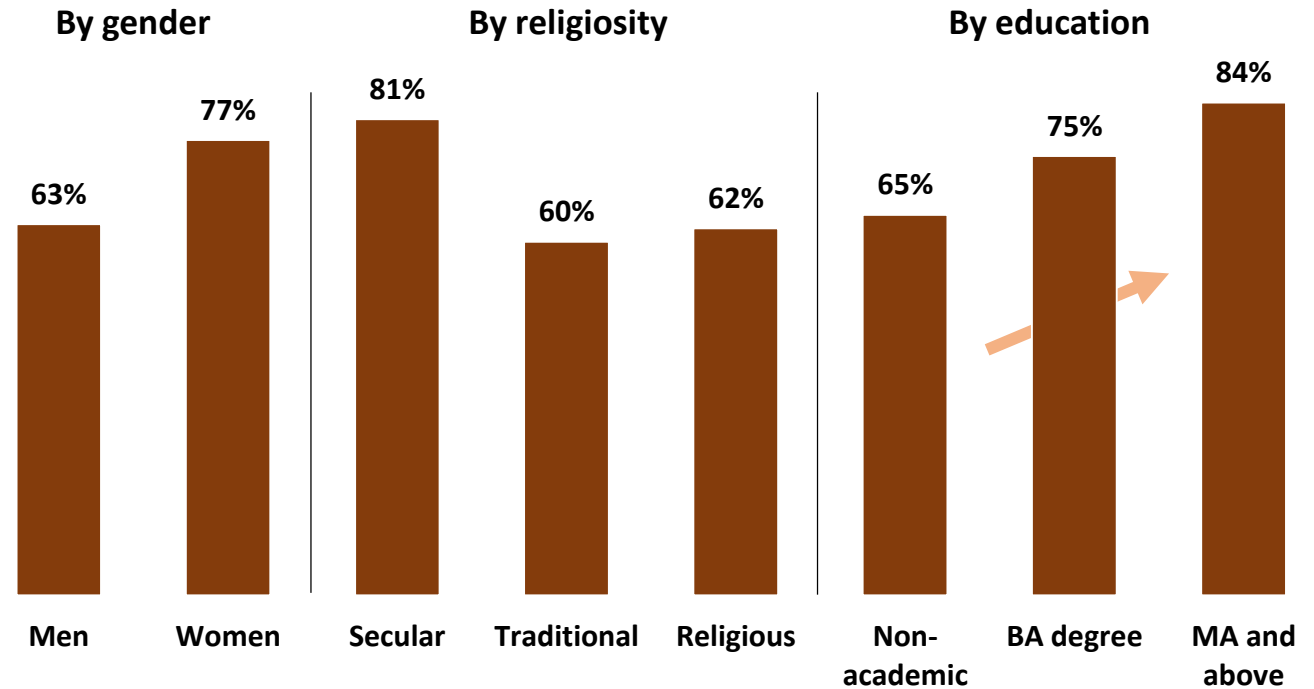
Young people's trust in the state's ability to provide security has eroded.

Most young people say the war weakened their trust in the state's ability to provide security. The effect is stronger among the highly educated (84% with MA and above) and the secular public (81%), raising concerns about growing distance between key professional groups and state institutions.

Impact of the War on the Sense of Security Provided by the State



Breakdown of those reporting a negative impact:



Has the war affected your level of trust in the state's ability to provide you with a sense of security when needed?
If so, to what extent - positively or negatively?

Experiences and Perceptions of Young People Following ~~the War~~

Part 2:

The Economic Paradox - High Personal Resilience alongside Systemic Barriers

The gap between personal resilience and feelings of capability in relation to the macro-economic reality is increasing.

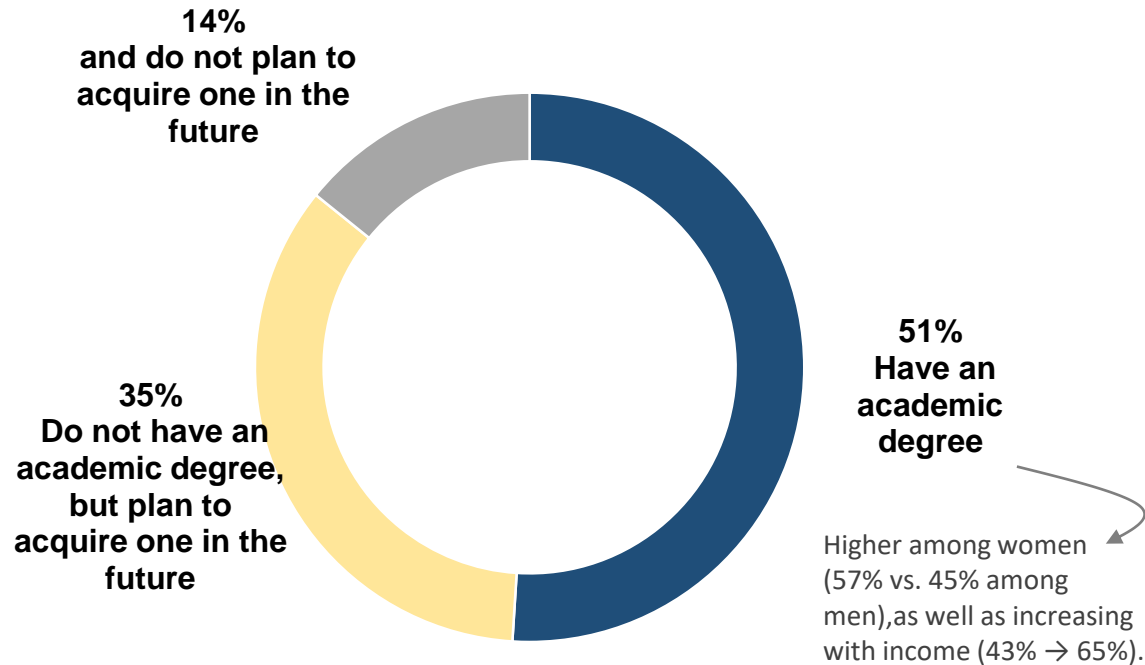
- A dramatic gap exists between young people's belief in their personal ability to succeed and the doubts surrounding the economic environment created by the state.
- Despite difficulties related to education and employment, most young people feel that the current cost of living is eroding their professional success.
- The combination of the security situation and the economic reality threatens the "Israeli anchor" - 1 in 2 young people reports thoughts about building a future abroad and getting closer to half are considering active relocation abroad.



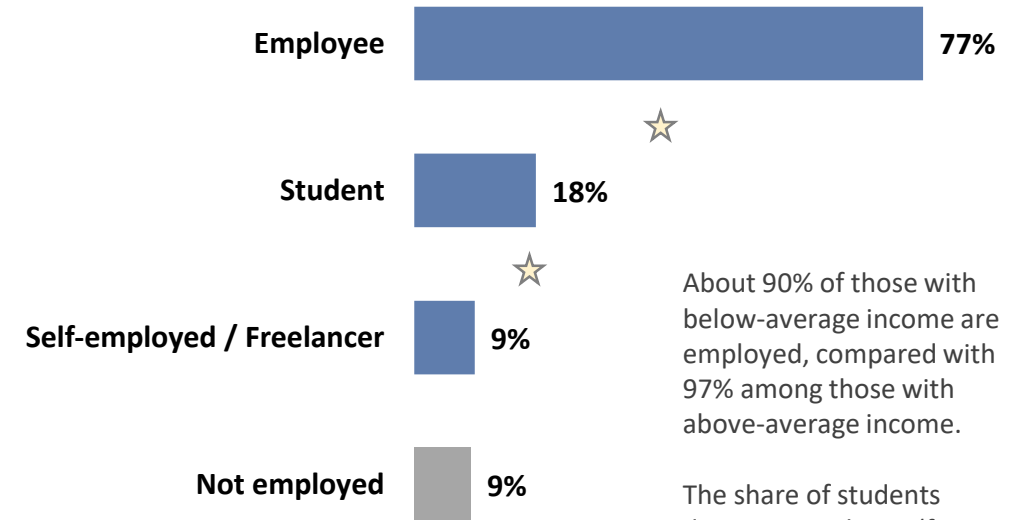
Most show strong academic orientation and integration into the labor market.

Most young people have a clear academic and career trajectory: 86% hold or plan to obtain a degree, and 77% are already employed, reflecting a productive, career-oriented generation.

Education



Employment Status



☆ Significant difference

Do you have an academic degree? If not, do you intend to do one in the future?

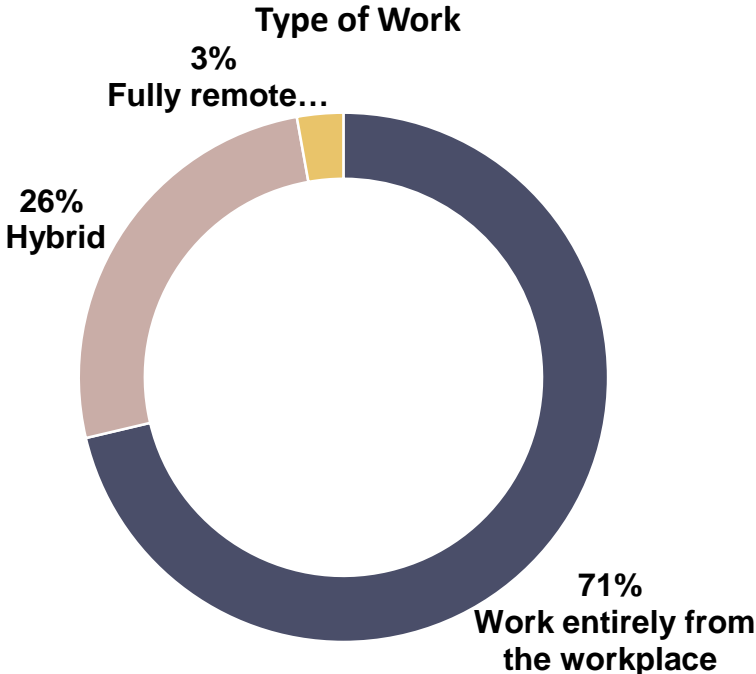


Work remains largely office-based, requiring proximity to employment centers.

Work is still predominantly office-based, requiring proximity to jobs. Most young people commute daily, reinforcing the need for local employment hubs- especially since only 6% commute over an hour.

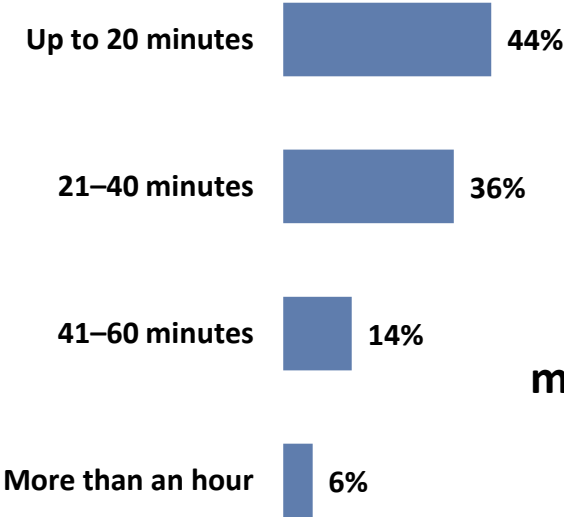
Workplace

Among employees and self-employed, N=638



Distance of Workplace from Home

Among those who work from a workplace, N=620



29 minutes on average

Is your job:
How far is your workplace from home?

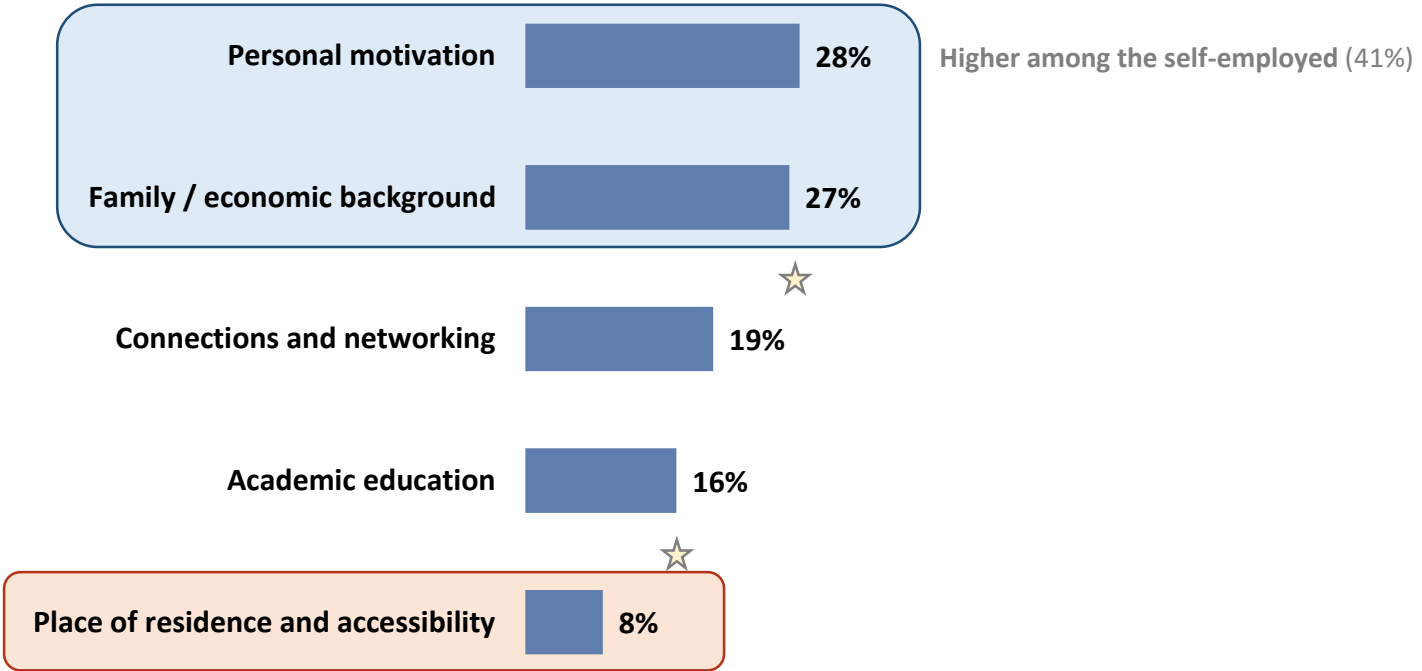


Economic background is seen as a key barrier to social mobility.

About 27% of young people view family and economic background as the main factor shaping their ability to advance- like the role attributed to personal motivation. In contrast, only 8% see place of residence as influencing their opportunities in Israel.

Factors Influencing Young People’s Ability to Progress in Israel

Additional responses were mentioned at lower rates



★ Significant difference

What is the factor that most affects the ability of young people to progress in Israel?



The younger generation shows high professional self-confidence alongside growing economic frustration.

Although most young people feel their jobs match their education, many perceive a gap between their professionalism and effort and the financial reward they receive.

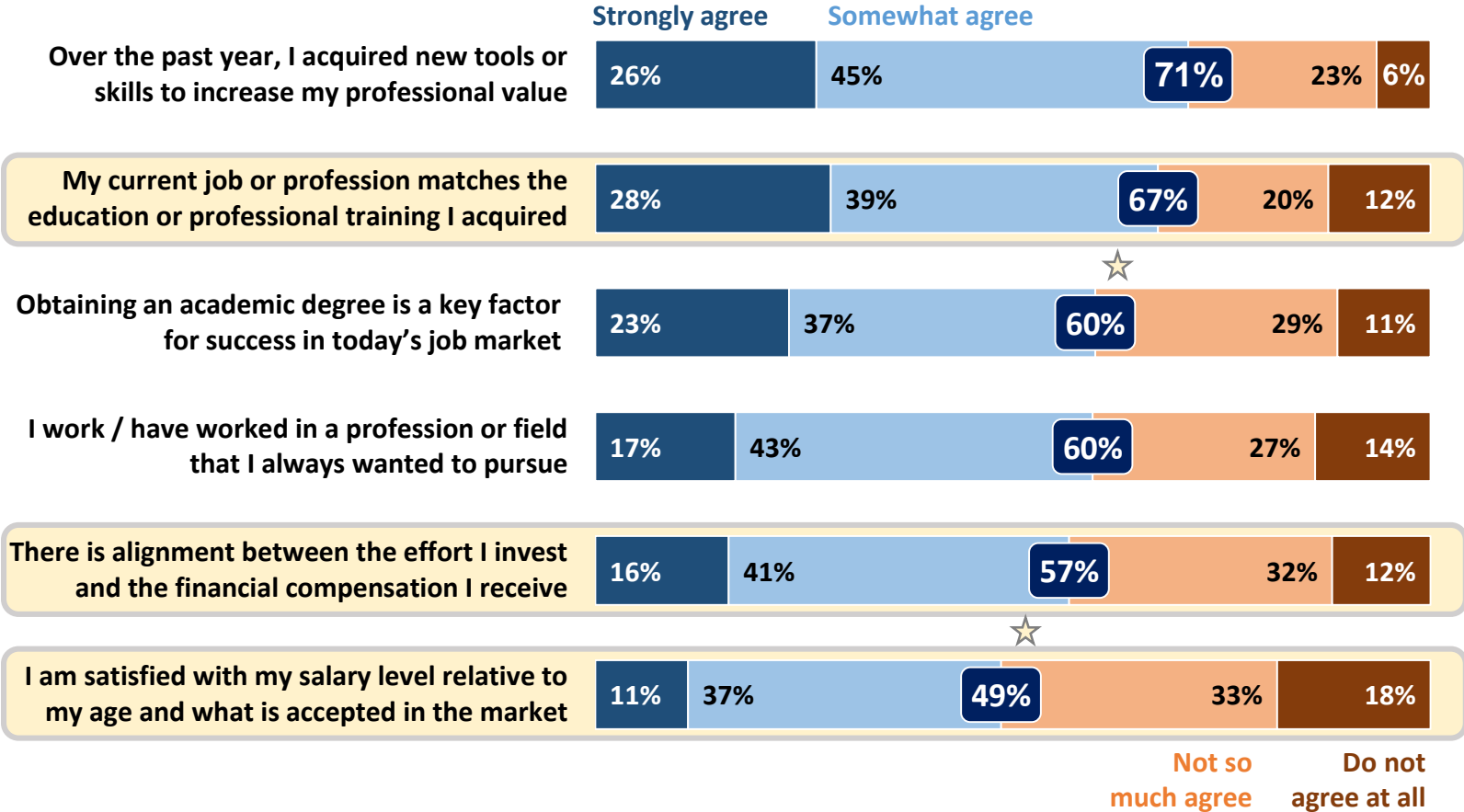
Continuous learning is seen as a core value: most believe academic education is essential for success and continue investing in personal development even after entering the workforce.

Women are generally less satisfied with their professional status and salary. Those with MA or above are more likely to feel a gap between their effort and compensation (43%).

★ Significant difference

Perceptions of the Economic and Employment Landscape

Among employees and self-employed, N=638



To what extent do you agree or disagree with the following statements regarding your current employment?

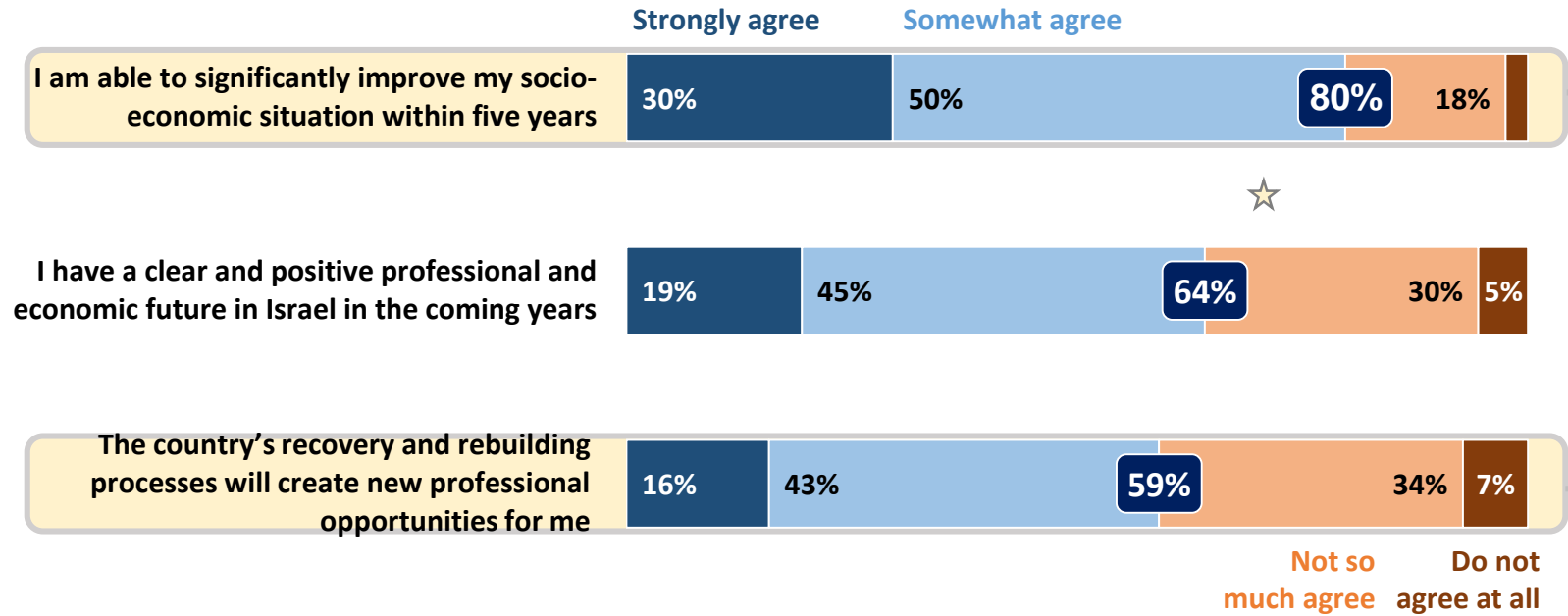


A clear gap exists between young people's confidence in their ability to advance and their willingness to rely on state institutions.

There is a 21% gap between belief in personal ability (80%) and belief that national recovery processes will create new opportunities (59%).

Young people see their success as largely independent of the national context, posing a challenge for initiatives seeking to connect personal advancement with the country's broader vision.

Perception of the Economic and Professional Future



★ Significant difference

To what extent do you agree or disagree with the following statements regarding your economic and professional future?



Young men tend to be more optimistic.

While ages 22–26 remain relatively optimistic, Israel’s economic environment is perceived as challenging and offering limited prospects, especially among older women.

Perception of the Economic and Professional Future

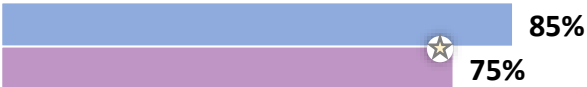
By gender

■ Men ■ Women

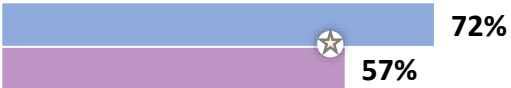
By age

■ 22-26 ■ 27-30 ■ 31-35

I am able to significantly improve my socio-economic situation within five years



I have a clear and positive professional and economic future in Israel in the coming years



The country’s recovery and rebuilding processes will create new professional opportunities for me



Among adult women (Ages 31-35)

67%

44%

44%

To what extent do you agree or disagree with the following statements regarding your economic and professional future?

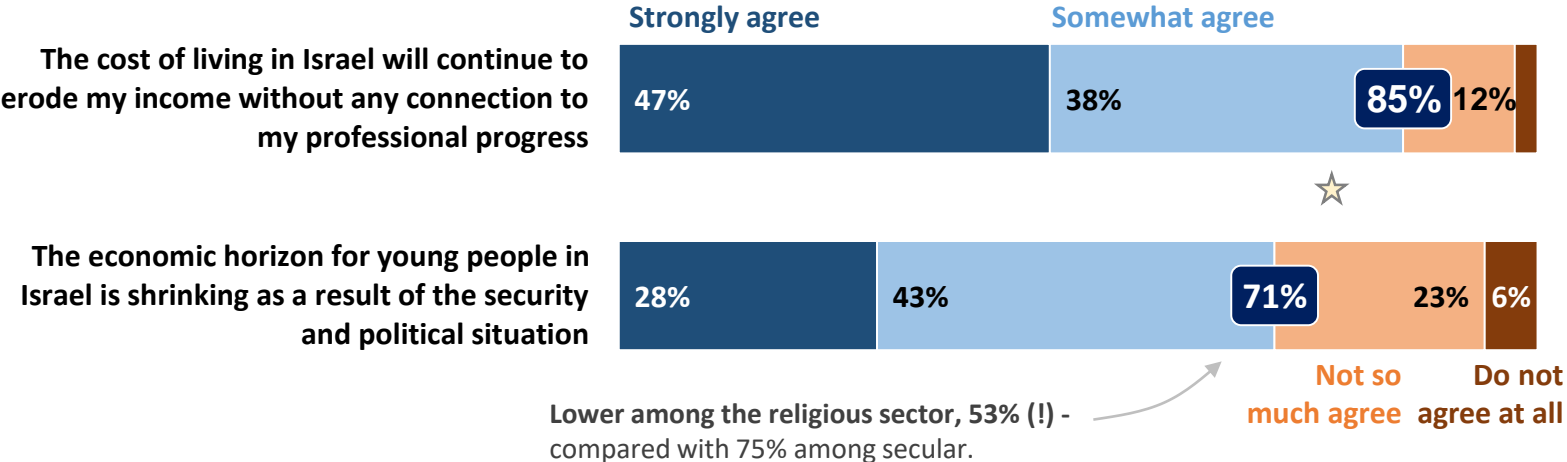


The macroeconomic reality is eroding motivation to progress.

Most young people feel the cost of living erodes the rewards of their success, regardless of performance.

The weakening economic outlook is attributed to security and political conditions, creating a sense of structural powerlessness.

Perception of the Economic and Political Future



★ Significant difference

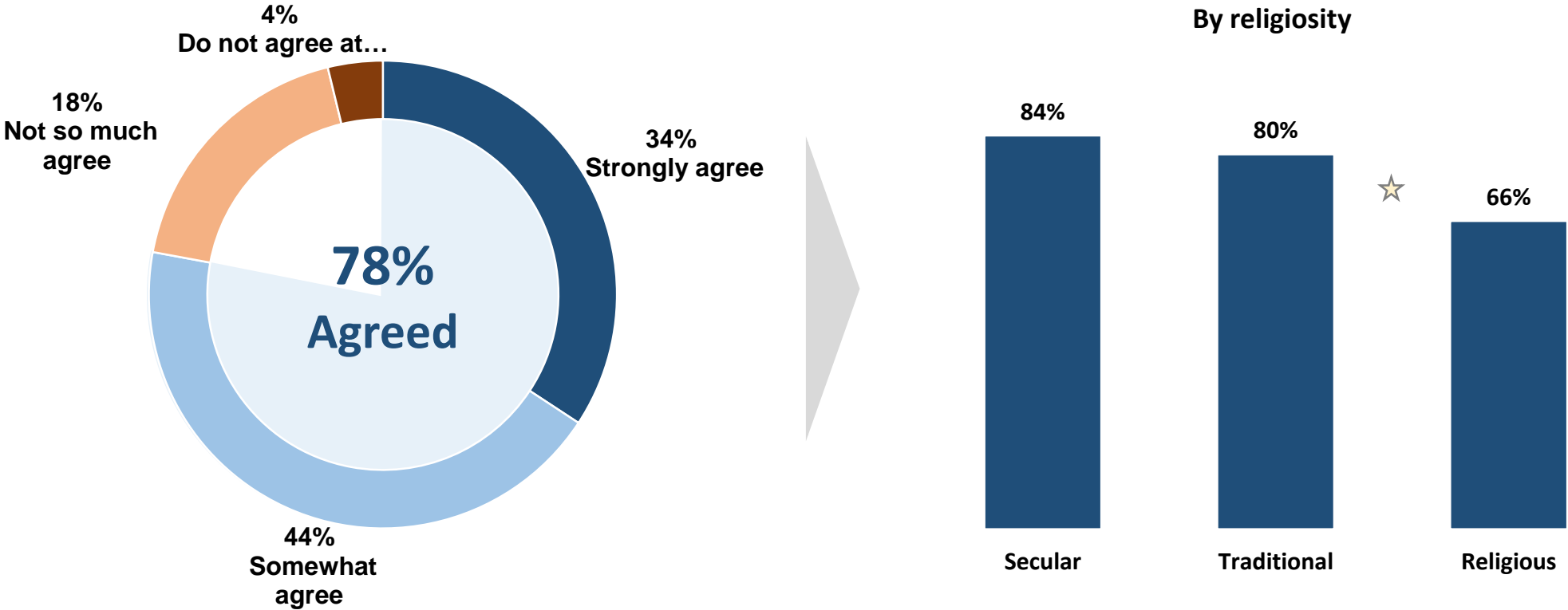
To what extent do you agree or disagree with the following statements regarding the economic and political reality?



Young people feel under-represented in decision-making.

78% say their needs are not adequately reflected in decisions shaping their future. The lack of a “voice” in power centers creates civic powerlessness and may hinder efforts to mobilize them for national initiatives that require trust in institutions.

“I feel that the younger generation in Israel lacks adequate representation in decision-making centers that influence my future”



To what extent do you agree or disagree with the following statements regarding the economic and political reality?

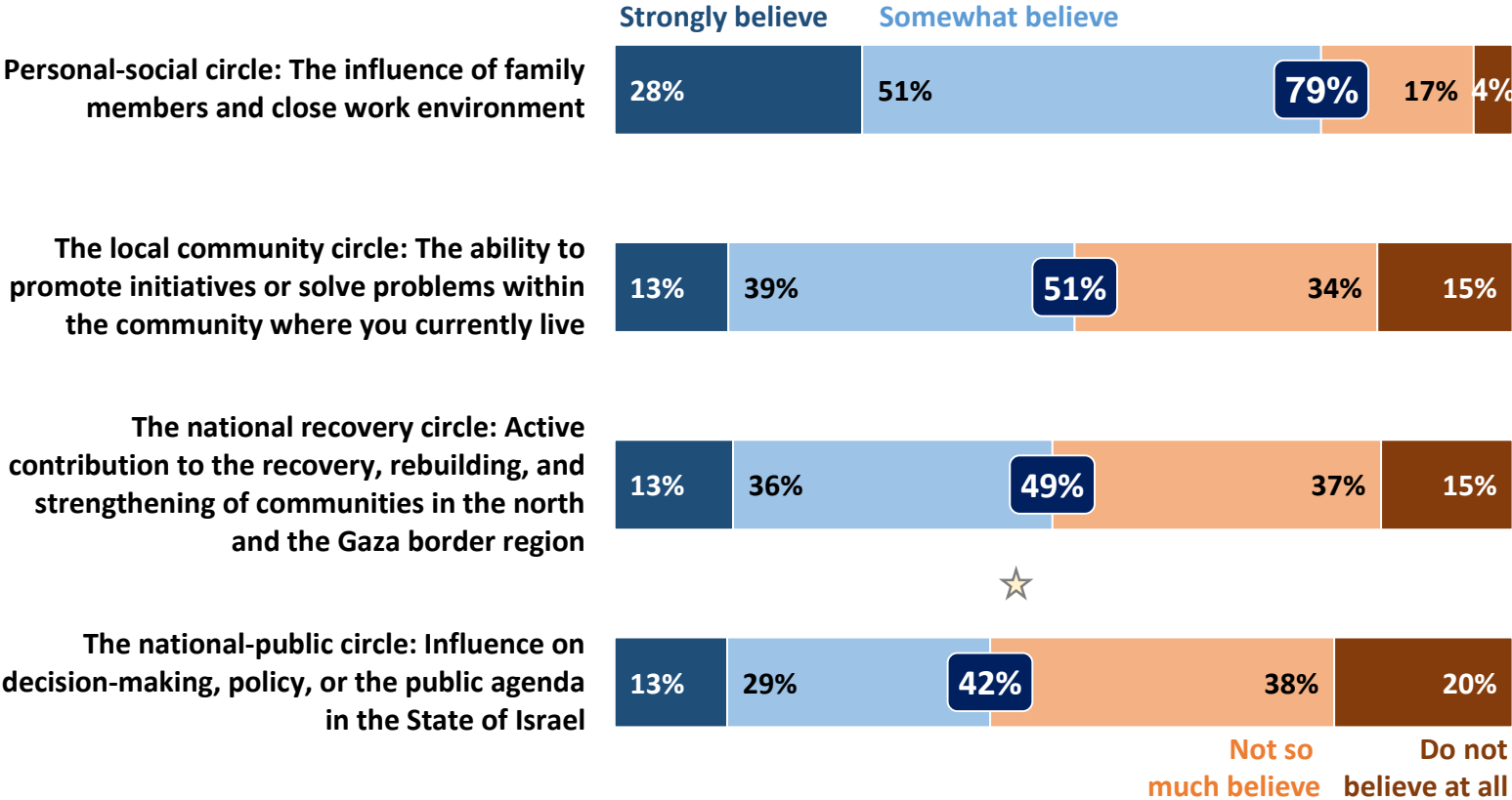


Young Israelis feel influential in their immediate circles, but “invisible” to institutions.

The circles of influence show that young people’s activism is inward-focused: 79% believe they influence their immediate environment, while only 42% believe they can influence national policy.

This gap between the personal sphere and broader national change reveals an “activism trap”- a perceptual barrier between the desire for change and belief in the ability to achieve it.

Perception of Circles of Influence



☆ Significant difference

To what extent do you believe you can influence or create change in each of the following circles?

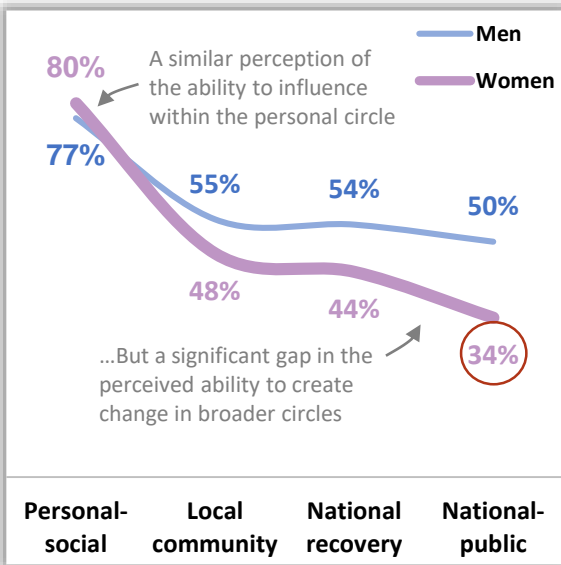


The higher the socioeconomic status, the lower the sense of civic influence.

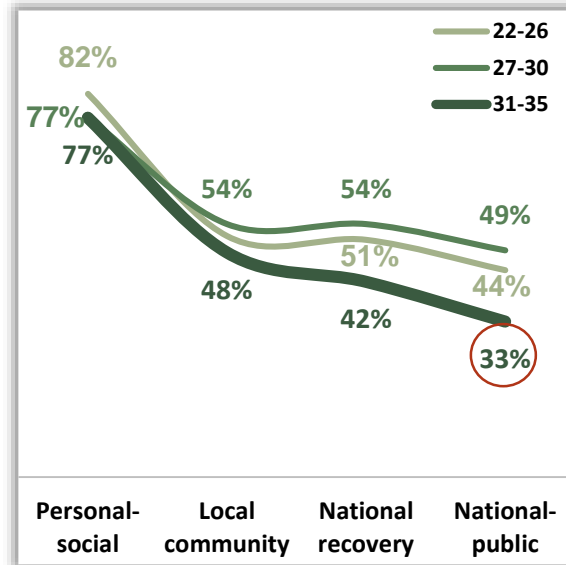
Demographic analysis shows that the most resource-rich groups, those with above-average income (30%) and academics (36%), feel the least influence on the national agenda. At the same time, a notable gender gap appears, with women feeling significantly more “invisible” to the establishment than men (34% vs. 50%).

Perception of Circles of Influence - Demographic Breakdown

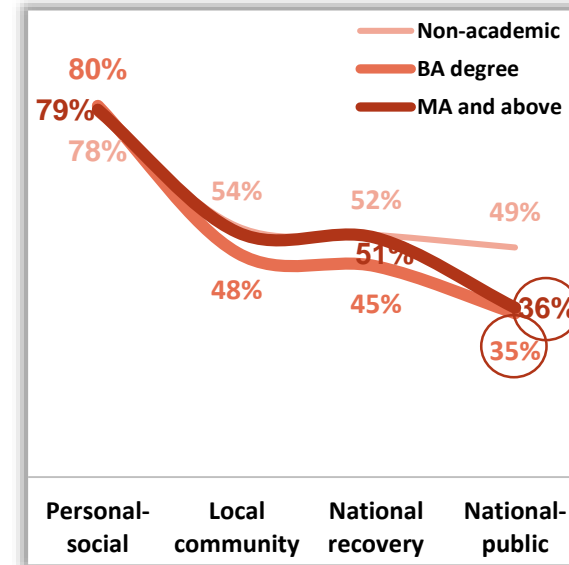
By gender



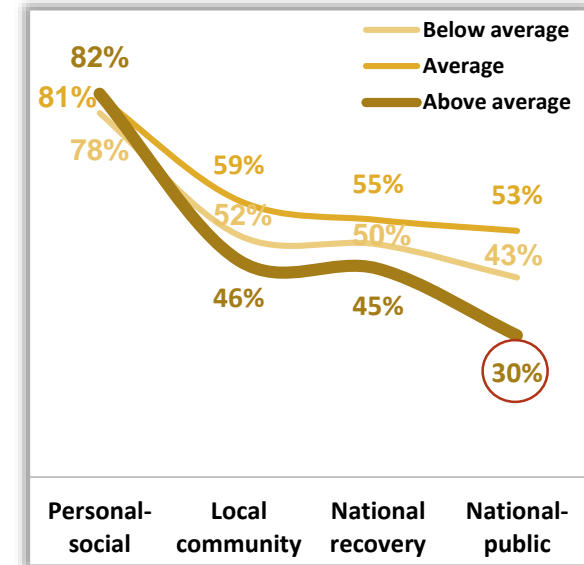
By age



By education



By income

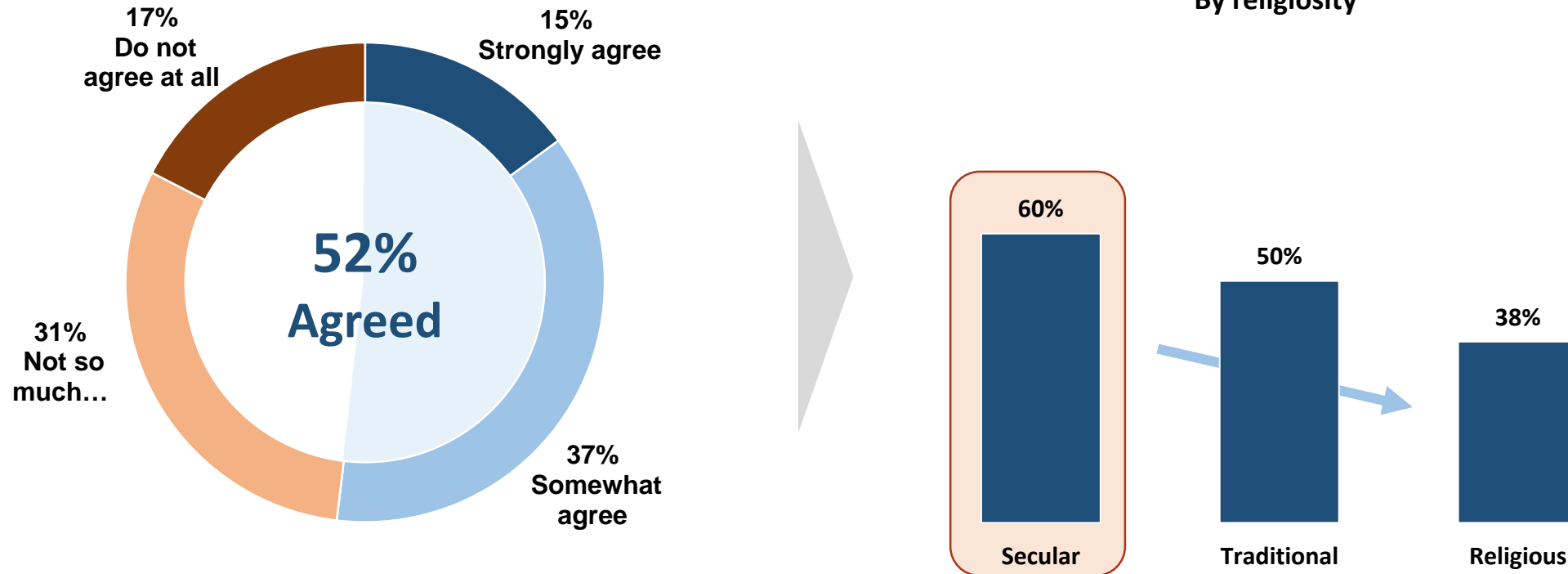


To what extent do you believe you can influence or create change in each of the following circles?

Erosion in young people's willingness to build their future in Israel.

Recent events have weakened the commitment of 52% of young people to build their future in the country, rising to 60% among secular. This decline in identification may make it harder to retain high-quality human capital and mobilize young people for long-term national initiatives.

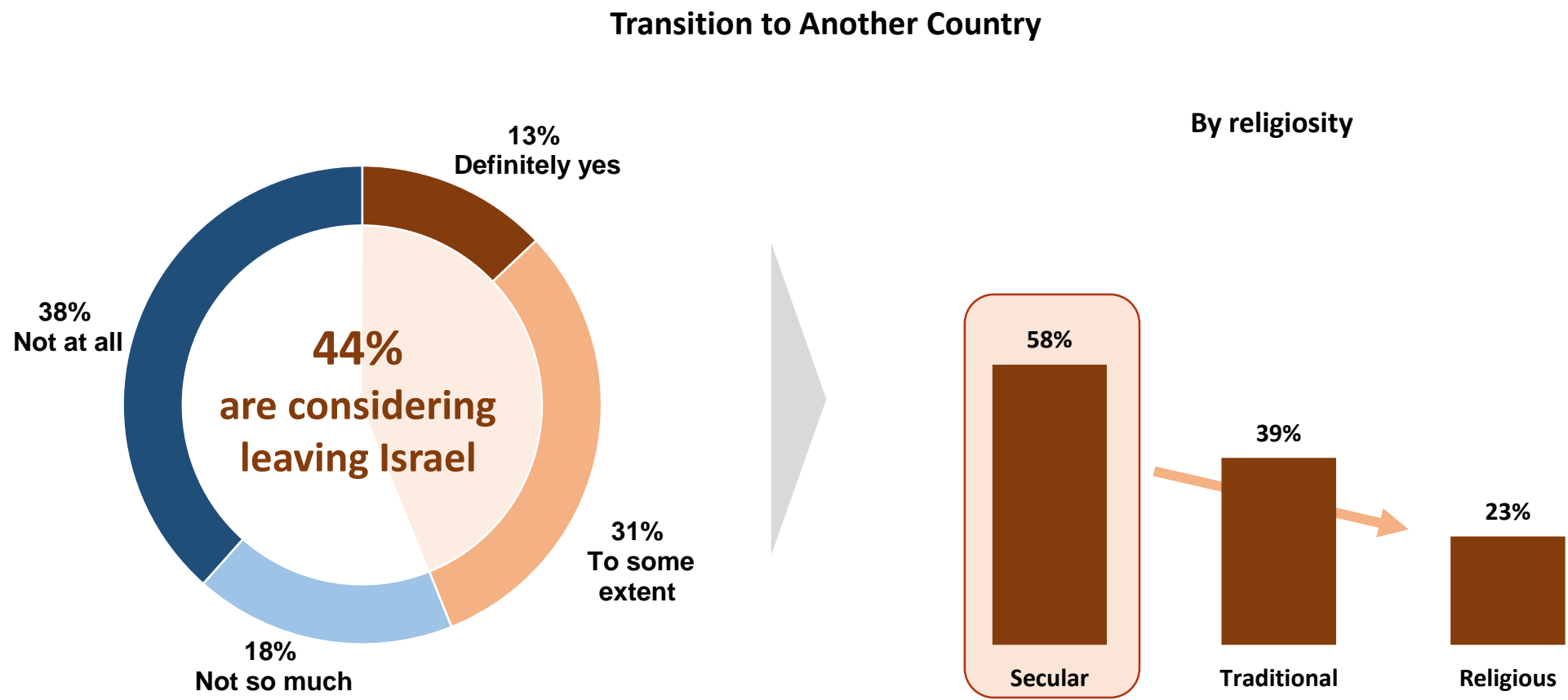
“The events of recent years have weakened my commitment to building my personal and professional future in Israel”



To what extent do you agree or disagree with the following statements regarding the economic and political reality?

Nearly half of young people are considering a future outside Israel.

44% say they are considering emigrating (58% among secular), reinforced by the fact that 52% report a real decline in their commitment to building their lives in Israel.



Has the situation in Israel made you consider relocating to another country?



Experiences and Perceptions of Young People Following the War

Part 3:

The Periphery Trap - Between Family Anchors and Opportunity Gaps

Analysis of the considerations in choosing a place of residence and the gaps between the center and the periphery.

- The choice of where to live is driven first and foremost by proximity to family, by a large margin compared with employment considerations (which account for only about a tenth). This highlights the difficulty of attracting populations to peripheral areas without an existing community-family anchor.
- The sense of employment capability declines the farther one lives from the center, alongside a severe lack of cultural and leisure opportunities.
- Although most residents of the periphery acknowledge the disadvantages in services and opportunities in their area, only about half would move to the center if they could. This gap points to “community resilience” (or inertia) that may act as a barrier to migration to another region.

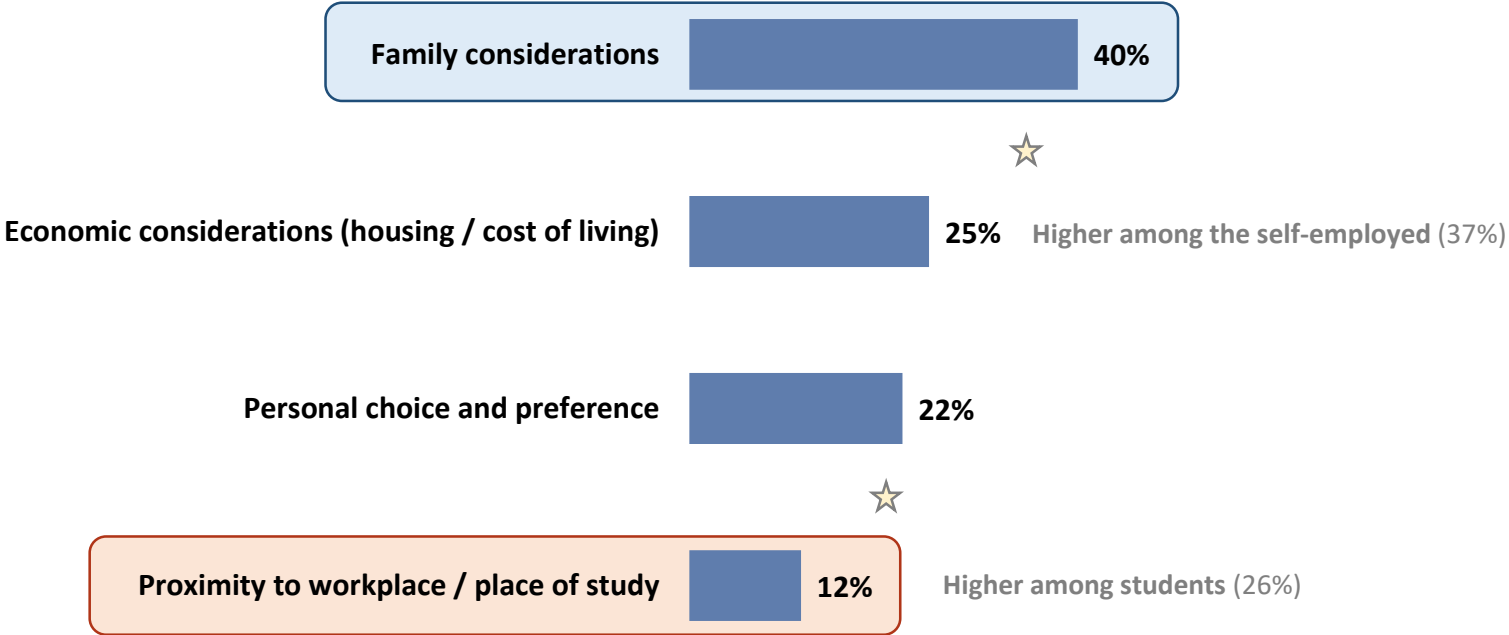


Proximity to family is the key factor in choosing where to live.

For 40% of young people, family considerations are the main factor in choosing a place of residence- three times more than proximity to work (12%). This suggests that the lack of a family support network in target areas could be a significant barrier for many.

Main Factors for Residence Choice

Additional responses were mentioned at lower rates



☆ Significant difference

What is the main factor in choosing your current place of residence?

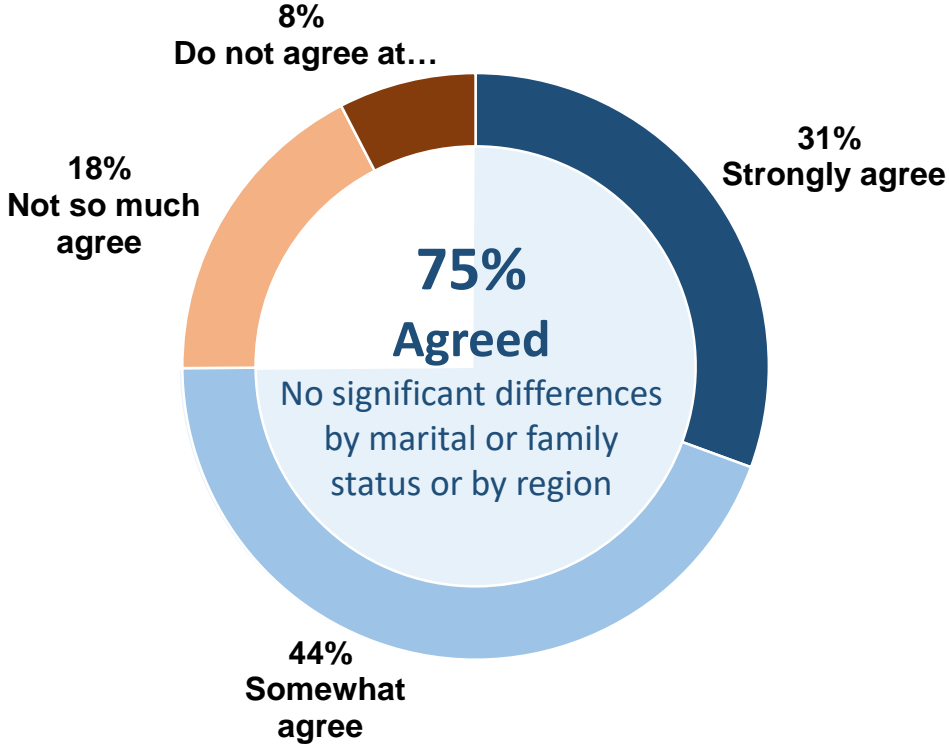


Satisfaction with living conditions for raising children acts as a barrier to relocation.

Most young people feel their current area already meets the standards for raising children.

This high satisfaction may create strong psychological switching costs for initiatives aiming to move them to areas perceived as less developed.

“My current place of residence provides a suitable environment for raising children (parks, sense of security, community)”



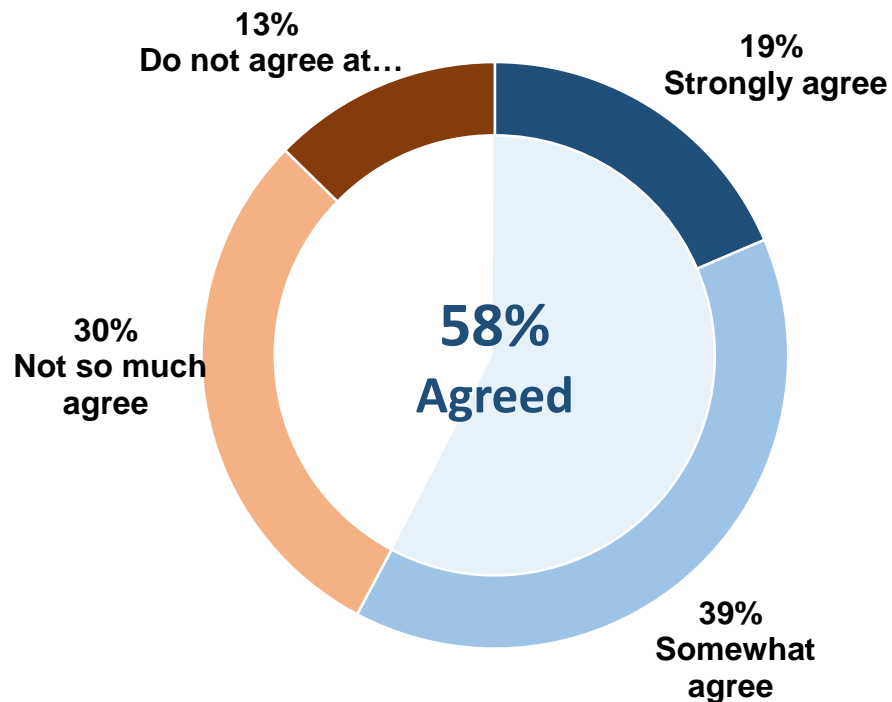
To what extent do you agree or disagree with the following statement regarding your current place of residence:



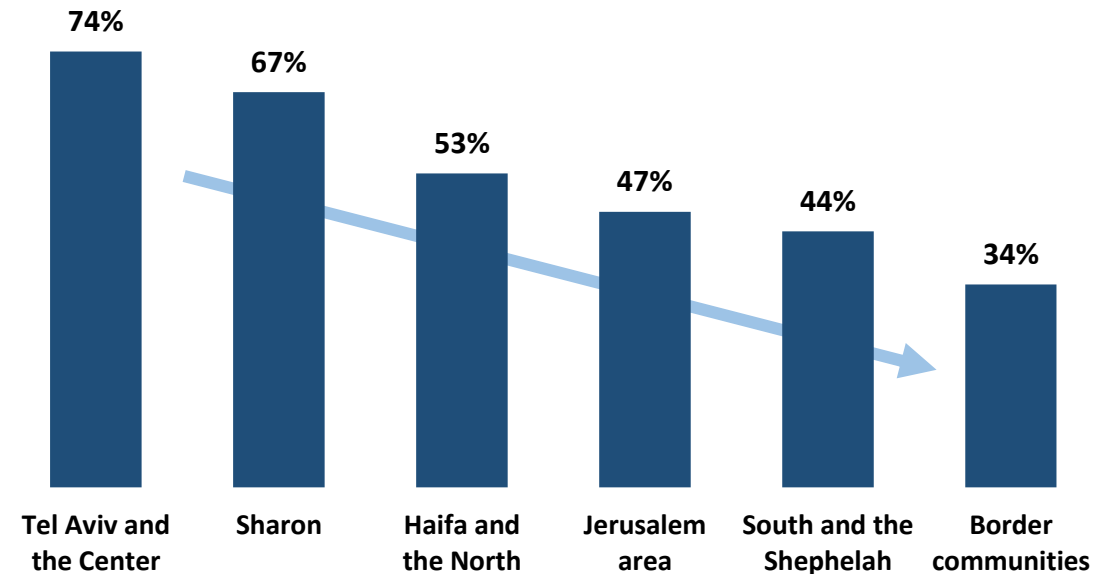
Perceived employment security declines sharply farther from the center.

While 74% of young people in central Israel feel their area offers diverse, quality employment, this drops to 40–50% in the periphery and to 34% in border communities.

“My place of residence provides access to quality and diverse employment over time”



By region of residence

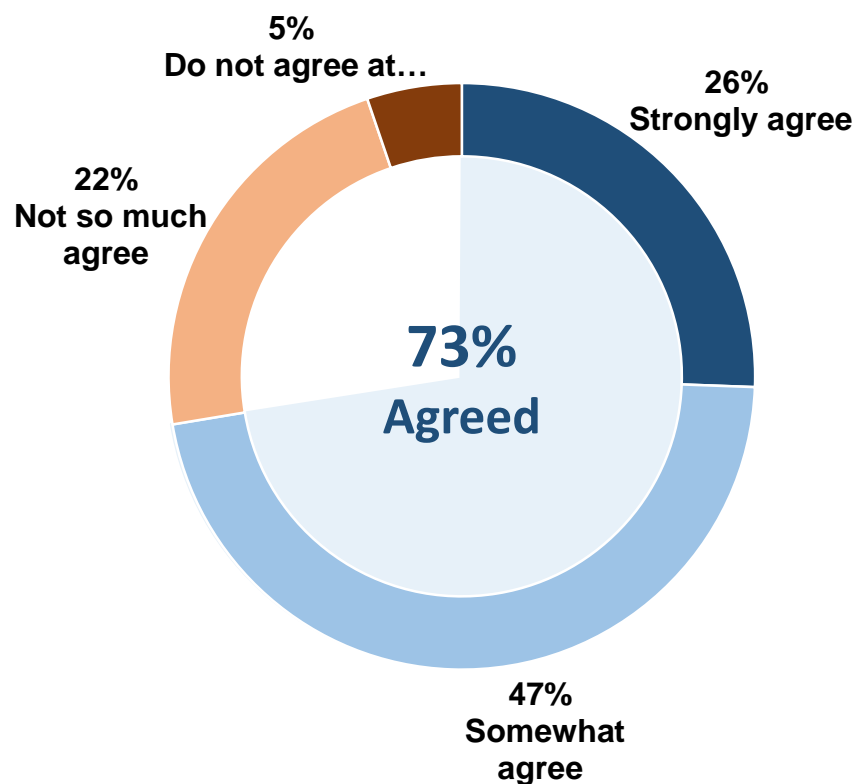


To what extent do you agree or disagree with the following statement regarding your current place of residence?

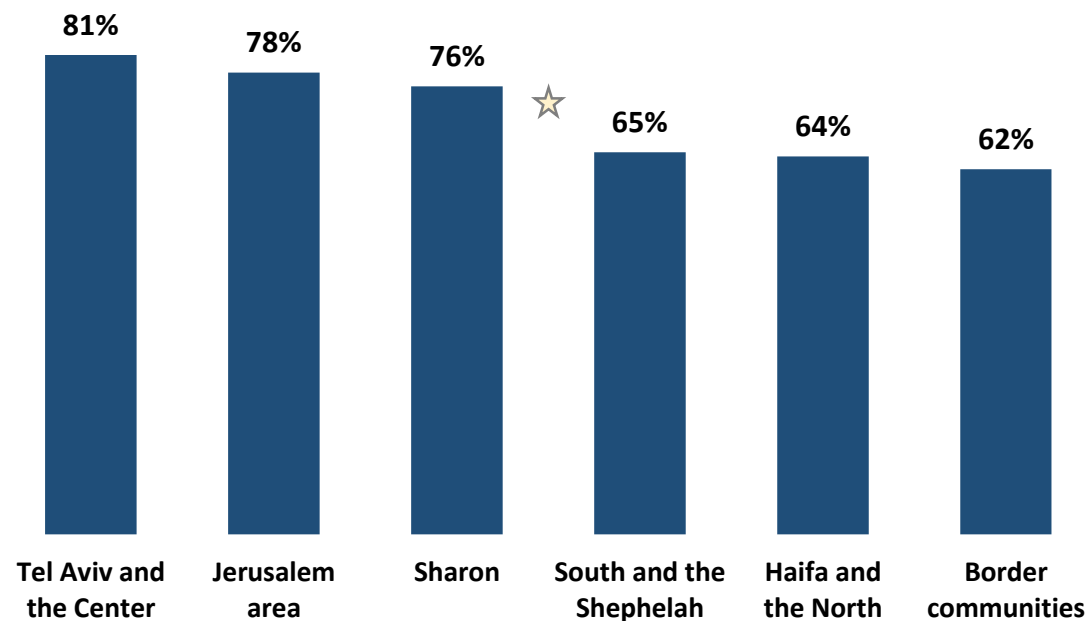
Young people believe they can succeed, but confidence declines farther from the center.

There is about a 15% gap in professional confidence between central residents (81%) and those in the north and south (64–65%), creating a psychological barrier to relocation, driven by the perception that geographic periphery means career periphery.

“I believe it is possible to achieve a high level of income and professional success without leaving the area where I currently live”



By region of residence



★ Significant difference

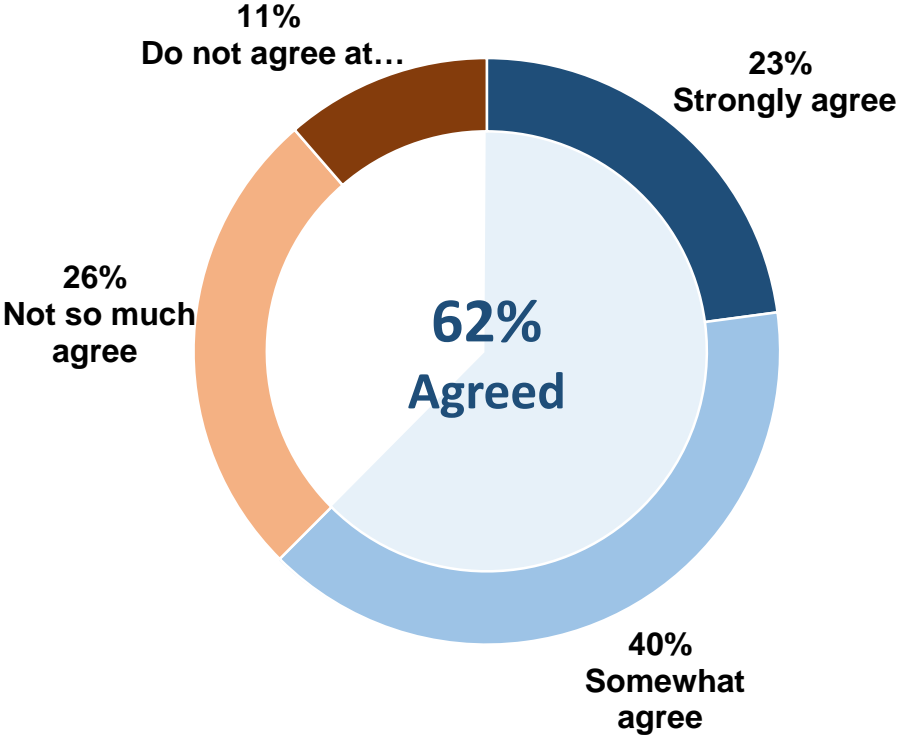
To what extent do you agree or disagree with the following statements regarding your economic and professional future?



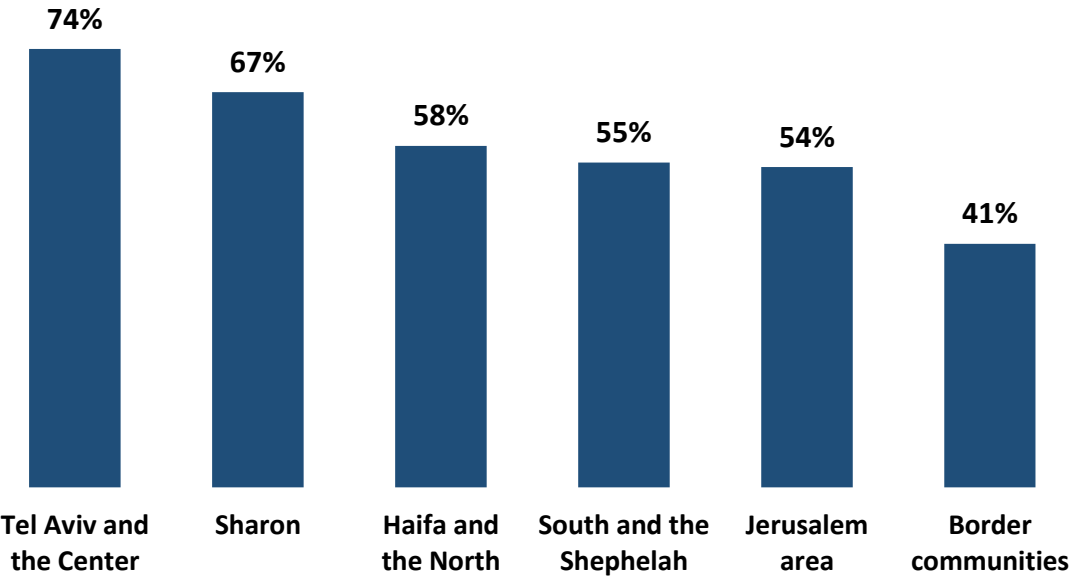
Satisfaction with leisure and lifestyle also declines farther from the center.

Like employment security, satisfaction with leisure options drops from 74% in the center to 50–60% in peripheral areas and only 41% in border communities. This concentration of quality of life reinforces the perception that moving to the periphery requires a “double compromise”- both career opportunities and personal lifestyle.

“My place of residence offers leisure and recreational opportunities that fit my stage of life”



By region of residence



To what extent do you agree or disagree with the following statement regarding your current place of residence?

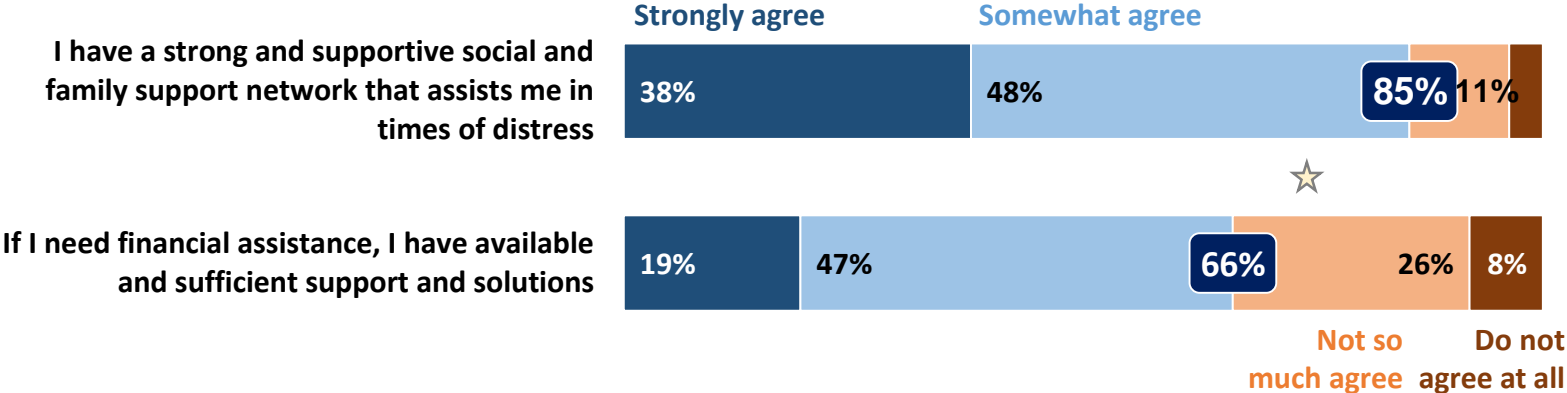


Most young people benefit from stable social and economic support networks.

The findings point to a strong social/family safety net: 85% feel they have support, and 66% believe they could receive financial help if needed.

However, the gap suggests financial security is perceived as less certain than emotional support.

Support Networks



★ Significant difference

To what extent do you agree or disagree with the following statements regarding the support system available to you?

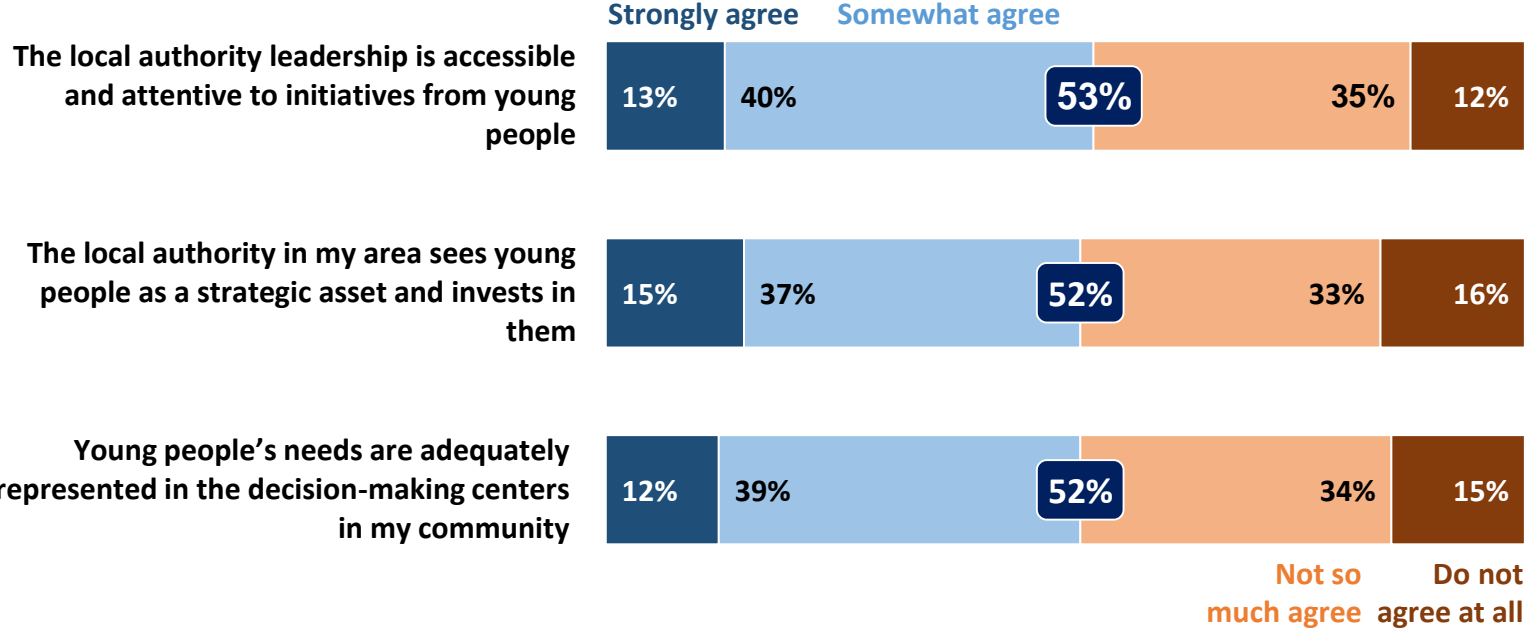


Local authority activity shows no clear impact on young people’s perceptions.

The similar results across the three statements suggest that many young people have little meaningful interaction with local authorities, placing them in a “neutral zone” of low engagement.

This stagnation may reflect a communication and perception gap- where the authority is not seen as hostile, but also not as a real address for advancing initiatives.

Local Authorities and Decision-Making Centers



To what extent do you agree or disagree with the following statement regarding your current place of residence?

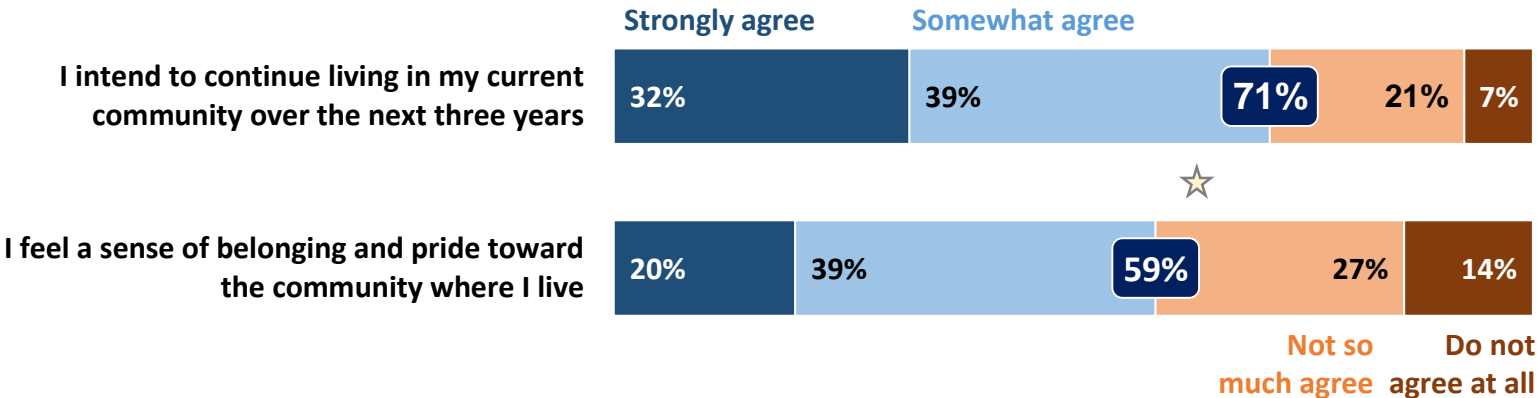


The intention to remain in the current locality is significantly higher than the sense of belonging and pride toward it.

While 71% of young people intend to stay in their current locality over the next three years, only 59% feel a sense of belonging and pride toward it.

This gap suggests that staying is often driven by practical anchors, family proximity, convenience, or lack of alternatives, rather than a deep sense of “home.”

Sense of Belonging and Willingness to Remain in the Place of Residence



★ Significant difference

To what extent do you agree or disagree with the following statement regarding your current place of residence?

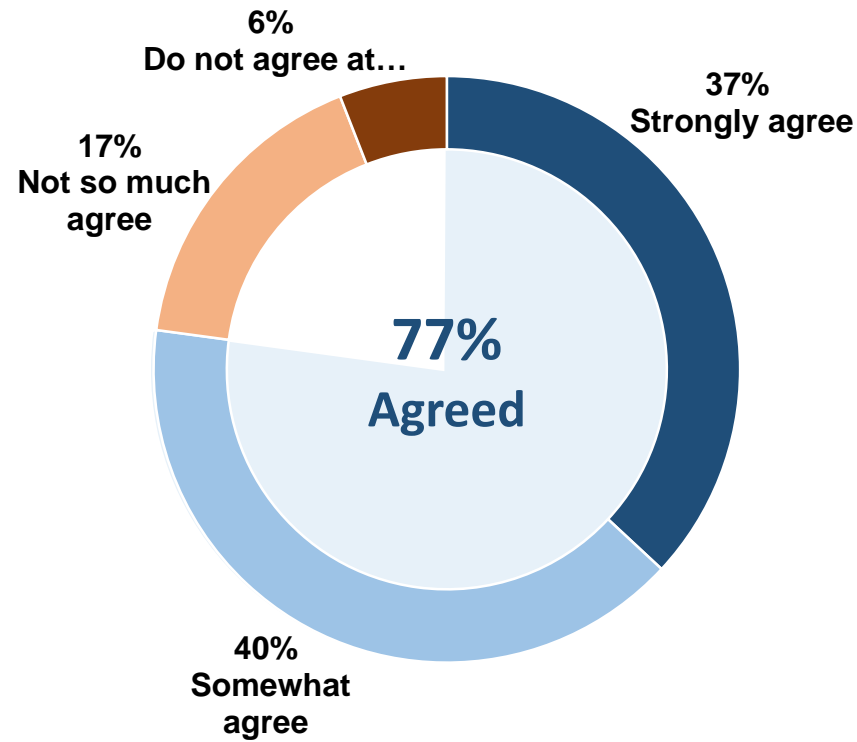


Broad agreement exists on a service gap favoring the center.

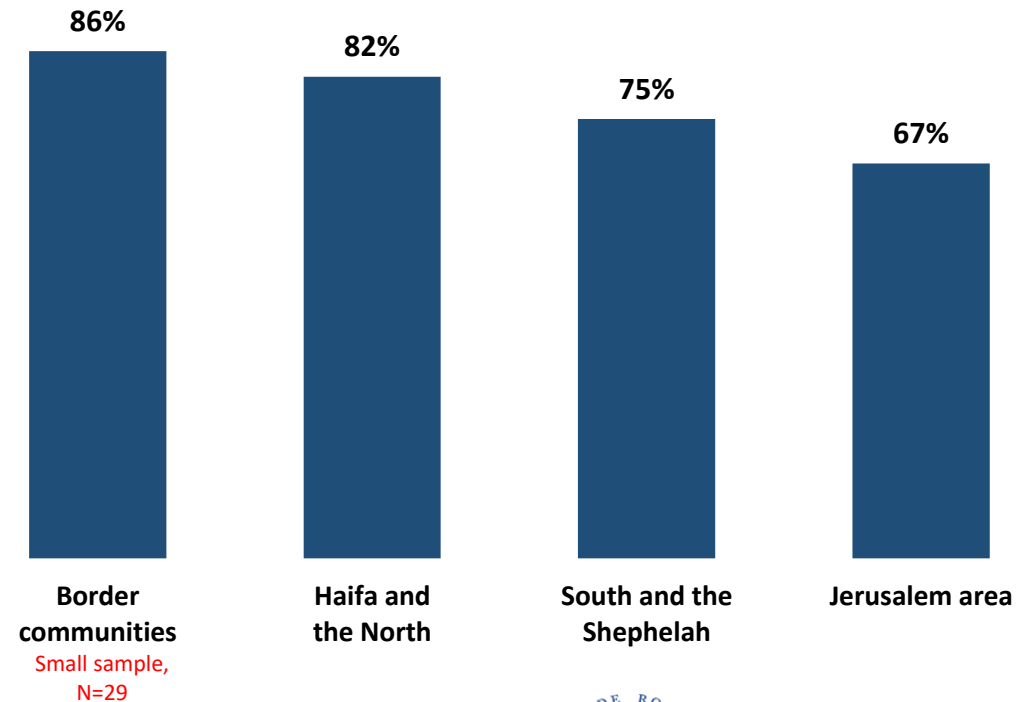
Three out of four young people living outside the center and Sharon feel their area offers significantly fewer services and opportunities. This perception peaks at 86% in border communities, reinforcing the image of the periphery as offering less “life opportunity,” which may hinder efforts to shift migration toward priority regions.

“There are significant gaps between the center and the periphery in terms of services and opportunities for young people compared to my current place of residence”

Among those who are not residents of the center and Sharon region, N=455



By region of residence



To what extent do you agree or disagree with the following statement regarding your current place of residence?

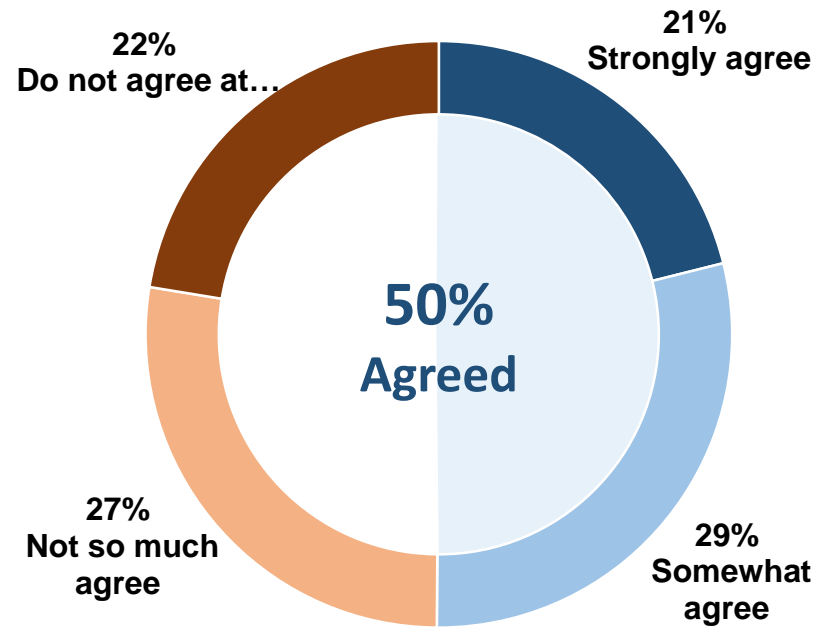


Half of young people in the periphery would still not choose move to the center.

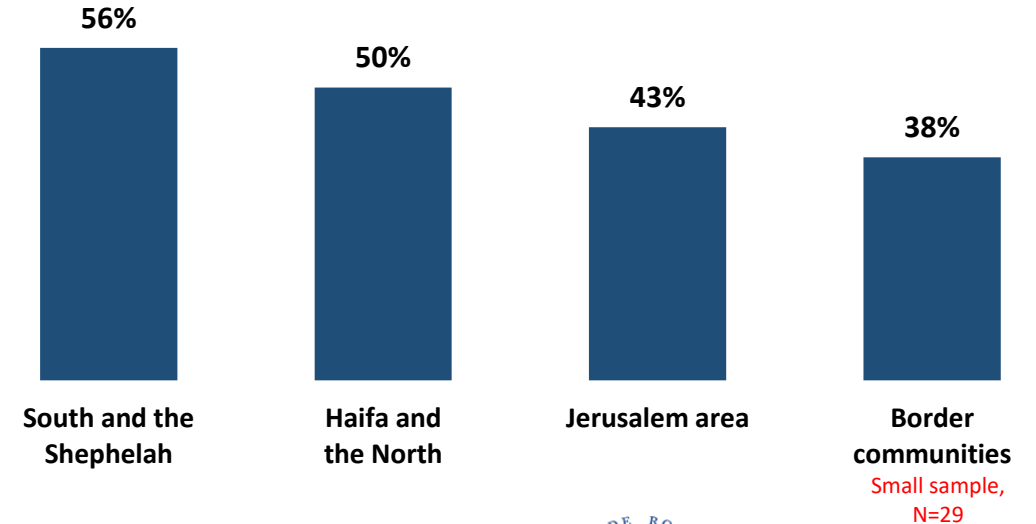
Although 77% feel their area is clearly disadvantaged, only 50% would move there if they had the means. This gap suggests strong anchors such as community ties, identity, and local resilience that may outweigh metropolitan advantages and help retain residents in these areas.

“If I had the means, I would choose to move to live in central Israel”

Among those who are not residents of the center and Sharon region, N=455



By region of residence



To what extent do you agree or disagree with the following statement regarding your current place of residence?

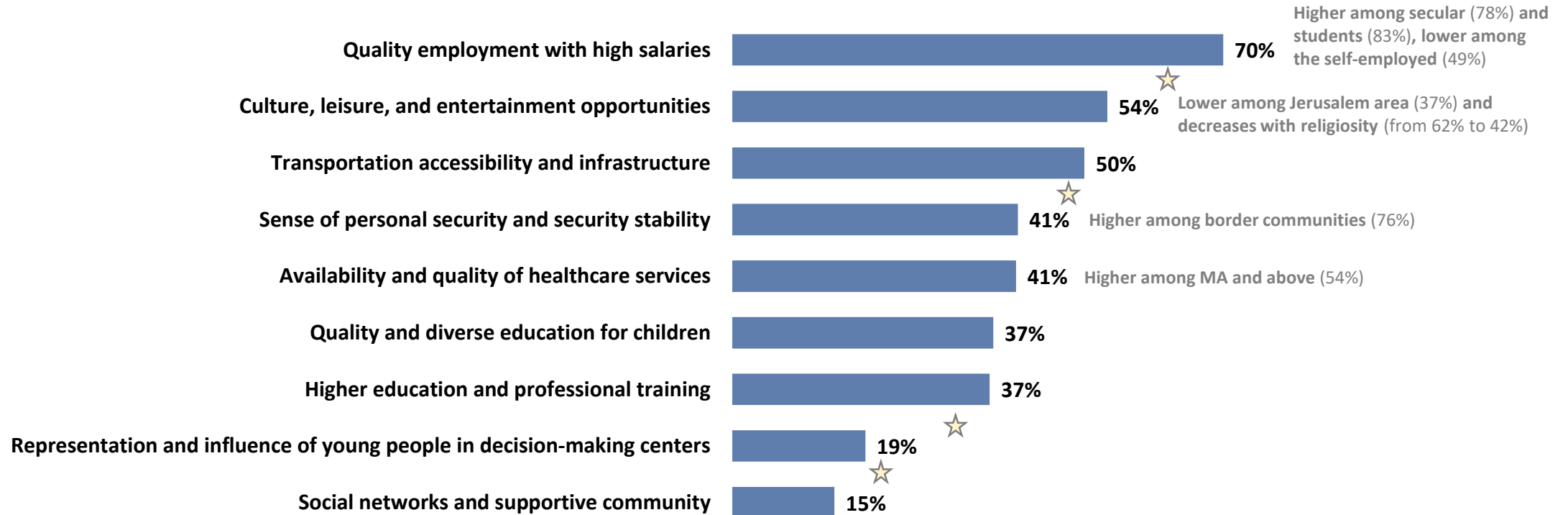


Employment, leisure, and transportation perceived as weaknesses of peripheral regions.

High salaries, access to leisure and culture, and public transportation are the areas seen as most lacking compared to the center. Without a combined response to these three barriers, the periphery may continue to be perceived as offering limited opportunities for young people.

Areas Lacking in the Periphery Compared to the Center

Additional responses were mentioned at lower rates



★ Significant difference

In your opinion, which areas are most lacking in the periphery compared to the center?



Relocation requires a holistic package of services.

Young people see relocation as a multi-factor decision, not one driven by a single factor.

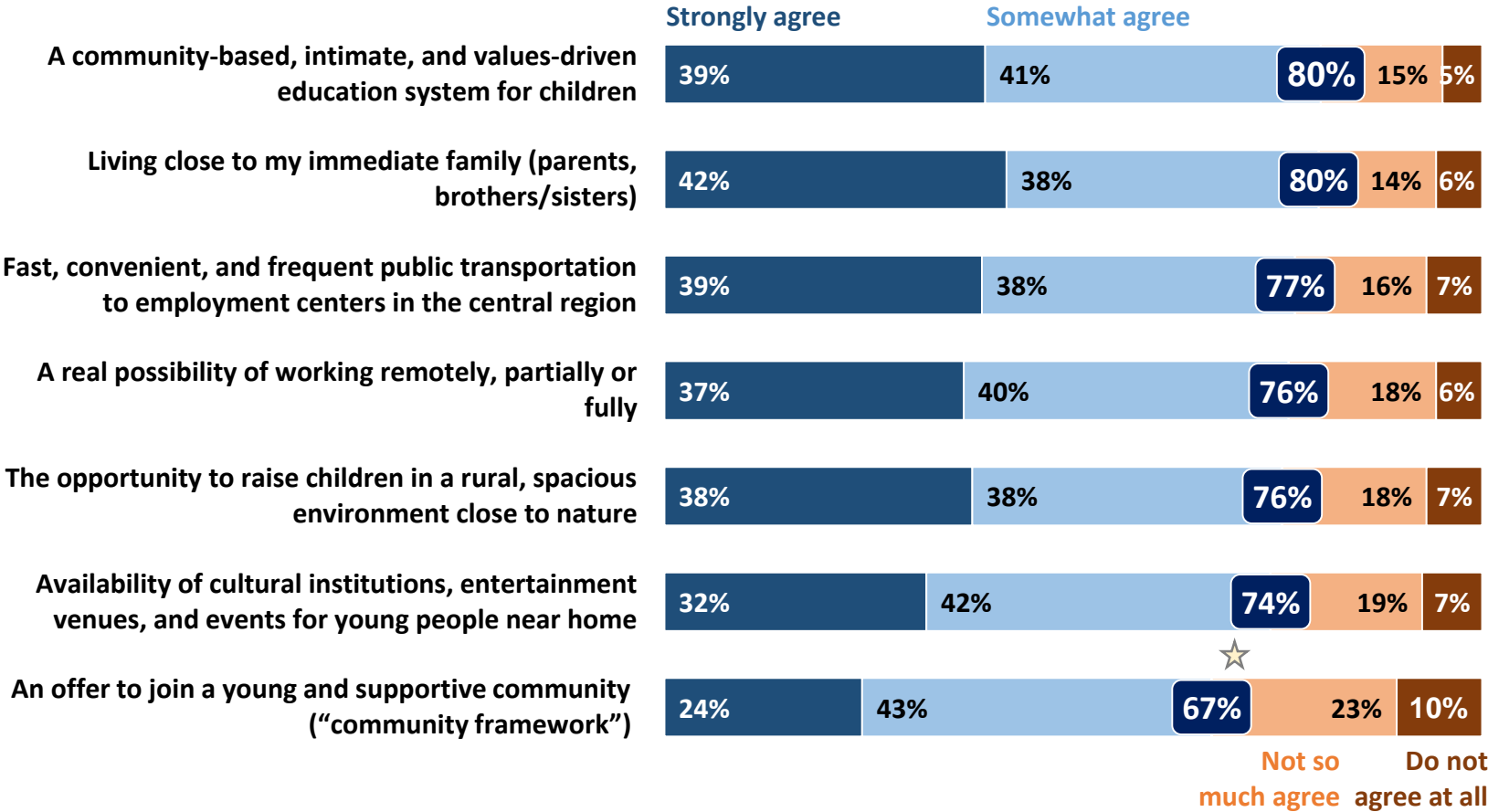
The findings reflect a desire to “have the best of both worlds”: rural living with fast access to the center.

Success will likely depend on aligning transportation, flexible employment, and a strong young community- since any missing element could weaken relocation intentions.

Among parents, slightly greater importance is placed on education systems and proximity to family (85% vs. 77% among non-parents), though overall the gaps between factors remain relatively small (about 12–17%).

★ Significant difference

Factors Influencing Relocation to the Periphery



Experiences and Perceptions of Young People Following the War

Part 4:

Framework for a Solution - The “New Deal” for National Recovery

The conditions and incentives required to mobilize the younger generation for the national recovery effort.

- There is a relatively high-principled willingness to take part in rebuilding the border regions, but in practice only a “hard core” of about 6% are certain they would move to these areas as part of the initiative, indicating significant entry barriers.
- Ideology alone is not enough - economic motivation and quality of life outweigh the Zionist motivation as drivers for relocating to the periphery.
- The success of a national initiative to rebuild the north and the south depends on addressing two critical anchors: quality employment and long-term personal security.

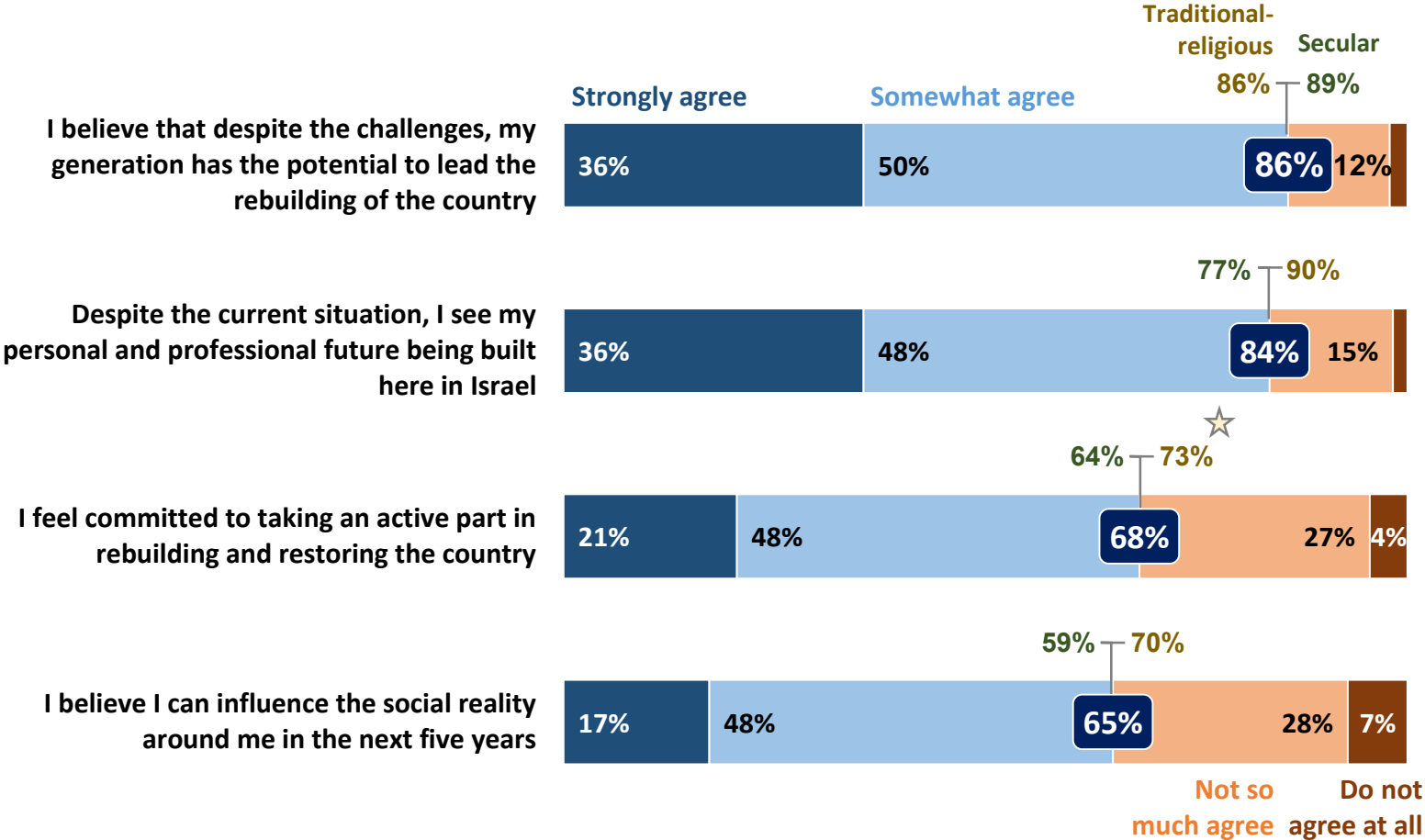


Strong commitment to building a future in Israel alongside belief in recovery.

Despite recent turmoil, most young people still see Israel as the center of their future and believe their generation can drive change, though their sense of personal influence is significantly lower.

A clear “rootedness gap” emerges while 90% of religious and traditional respondents are confident about their future in Israel, the figure drops to 77% among secular young people, a gap also reflected in practical commitment to activism and recovery (73% vs. 64%).

Perception of One’s Place in Israeli Society



★ Significant difference

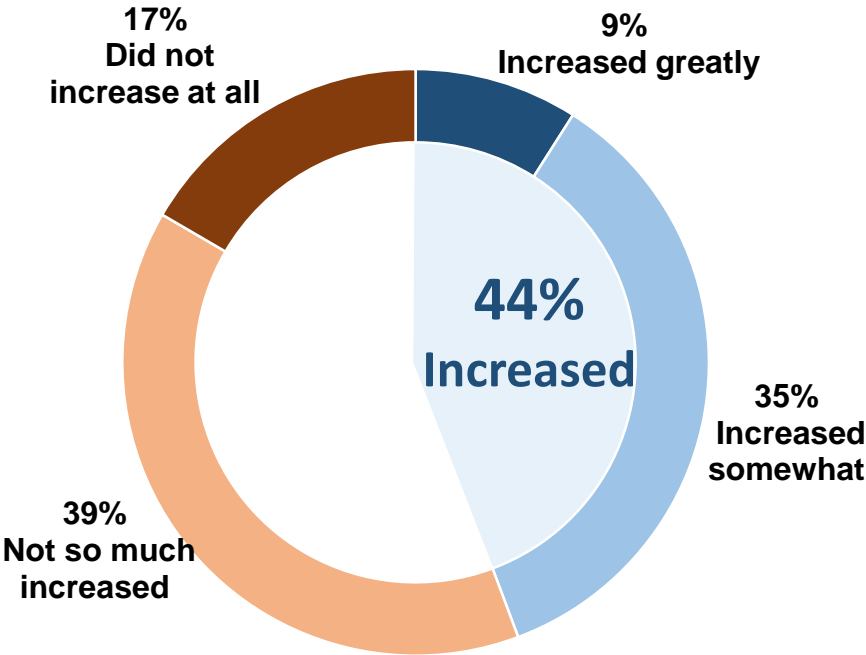
To what extent do you agree or disagree with the following statements regarding your place in Israeli society?



Recent events are contributing to the formation of an activist core.

Nearly half of young people report an increased willingness to engage in social and civic involvement.

Motivation to Be Involved in Initiatives Following the Events of Recent Years



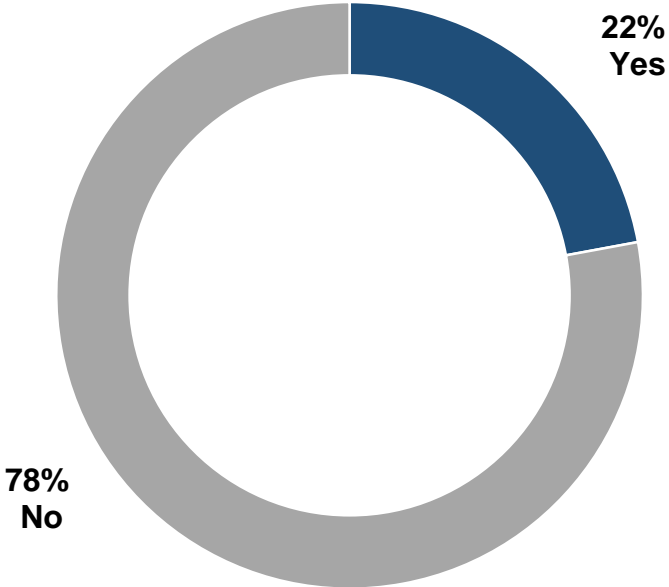
To what extent have the events of recent years increased your motivation to be involved in social or public initiatives?



Nearly a quarter of young people have taken part in social or community initiatives.

However, a gap exists between those who report increased motivation and those who translated it into participation or leadership of an initiative over the past year. This suggests the presence of execution barriers preventing the desire for change from turning into real action.

Participation in a Social or Community Initiative in the Past Year



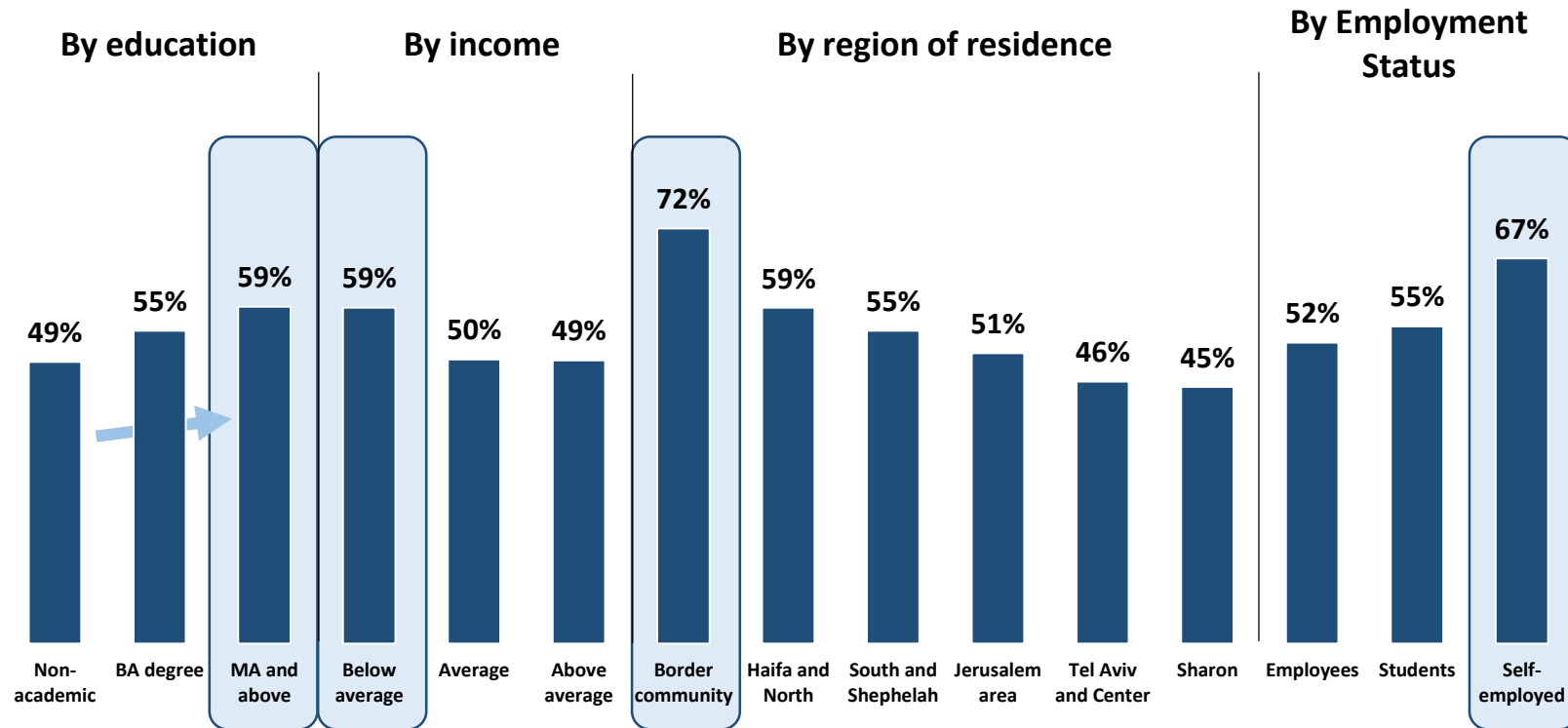
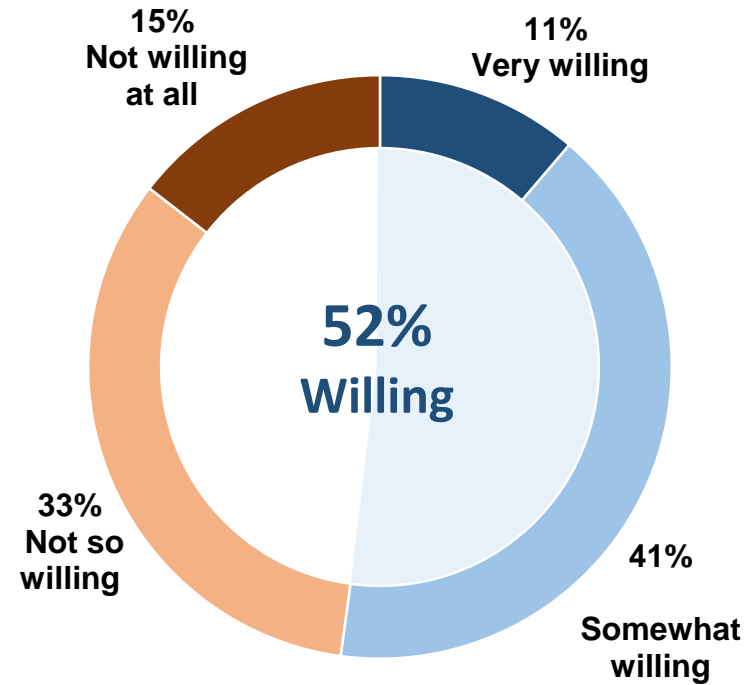
During the past year, have you led or been actively involved in any social or community initiative?



High willingness among the self-employed, academics, and residents of conflict areas.

While overall willingness stands at 52%, it rises with education (59%) and among those with below-average income (59%), suggesting young people view participation in national recovery not only as a civic mission but also as an opportunity for personal and professional growth.

Willingness to Take Part in the Recovery of the North and the Gaza Border Region



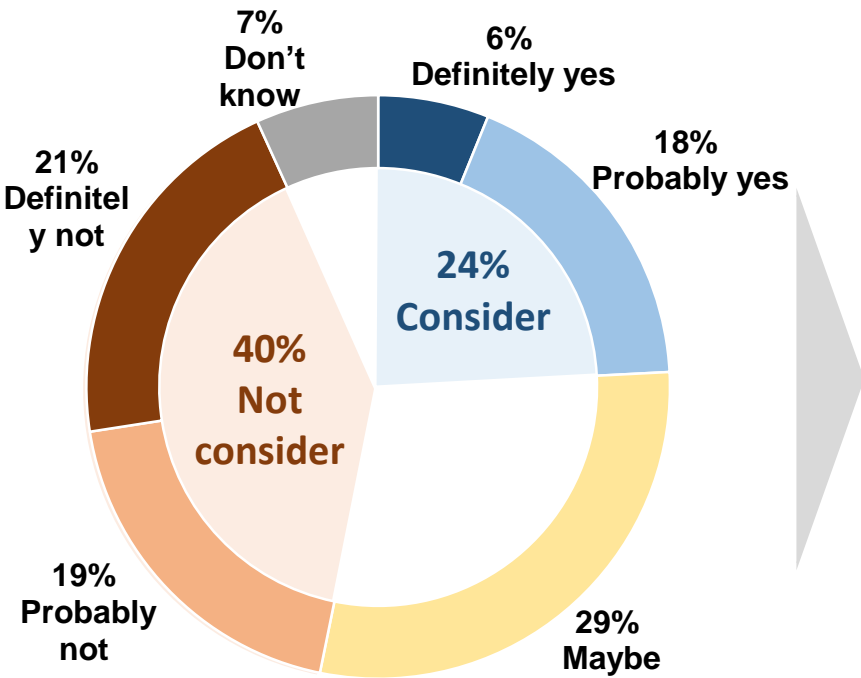
To what extent would you be interested in taking an active part in the national effort to rebuild and restore the north or the Gaza border region?



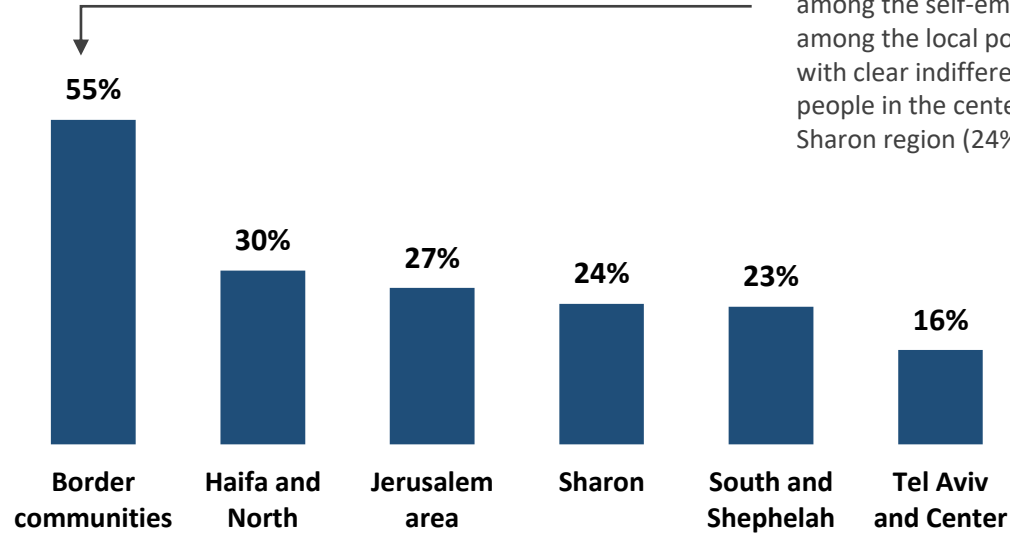
1 in 4 young people are open to considering participation in the initiative.

However, only a hard core of 6% are certain they would relocate to border areas for rehabilitation. Most of the potential (18%) show only tentative willingness, while 29% remain undecided, indicating that for most young people relocation is still a theoretical option requiring strong conditions to materialize.

Willingness to Join an Initiative and Relocate to the North or the Gaza Border Region

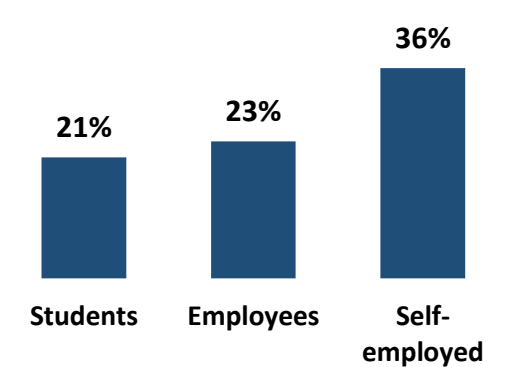


By region of residence



By Employment Status

Motivation is particularly concentrated among the self-employed (36%) and among the local population, compared with clear indifference among young people in the center (16%) and the Sharon region (24%).



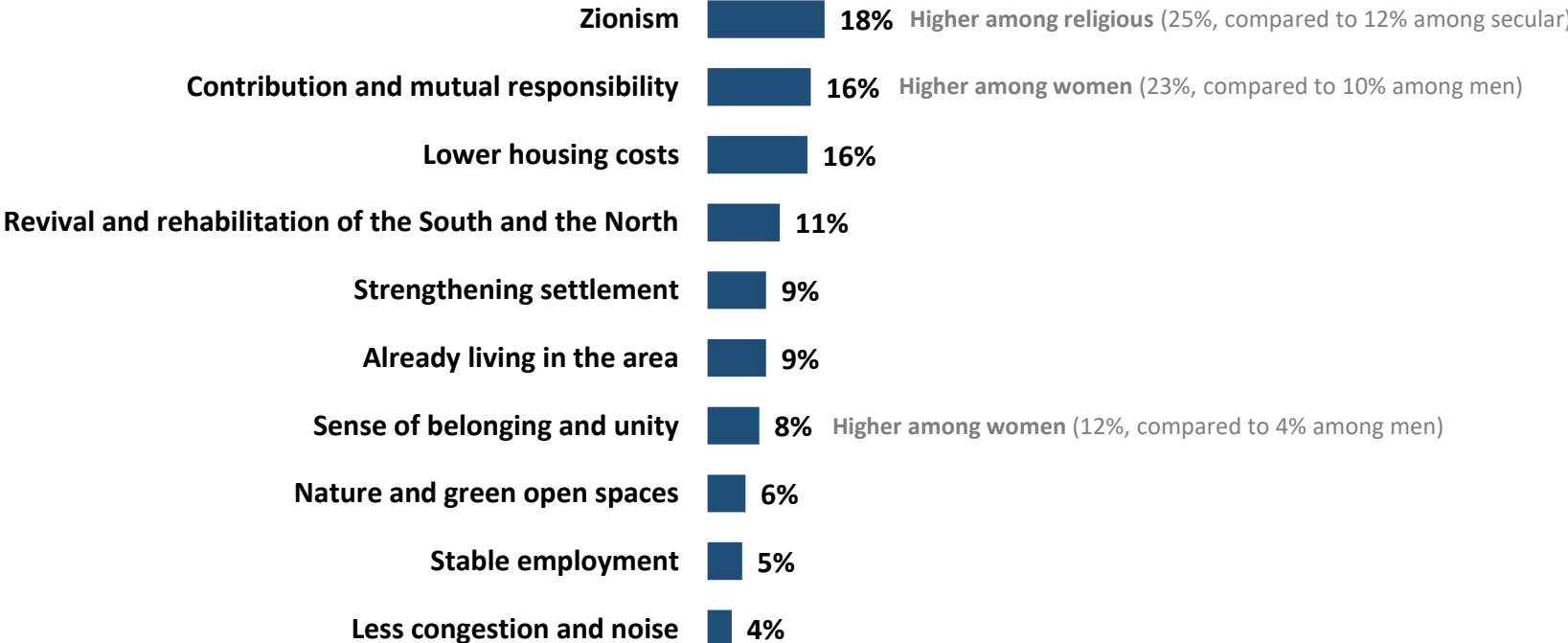
Would you consider joining an initiative calling on young people to move to communities in the north or the Gaza border region for a period of two to three years, in order to play a central role in their recovery?

Zionism, solidarity, and housing affordability drive young people’s engagement.

Motivation to join the initiative combines national values with practical needs. Zionism is the leading driver, followed by solidarity and more affordable housing. A notable values gap appears across groups: Zionism is stronger among the religious, while solidarity is more prominent among women.

Motivations for Joining the Initiative and Relocating to the North or Gaza

Among those who would consider joining the initiative, N=185
Additional responses were mentioned at lower rates



What are the main reasons that would make you consider joining the initiative and relocating to live in communities in the North or the Gaza border region?



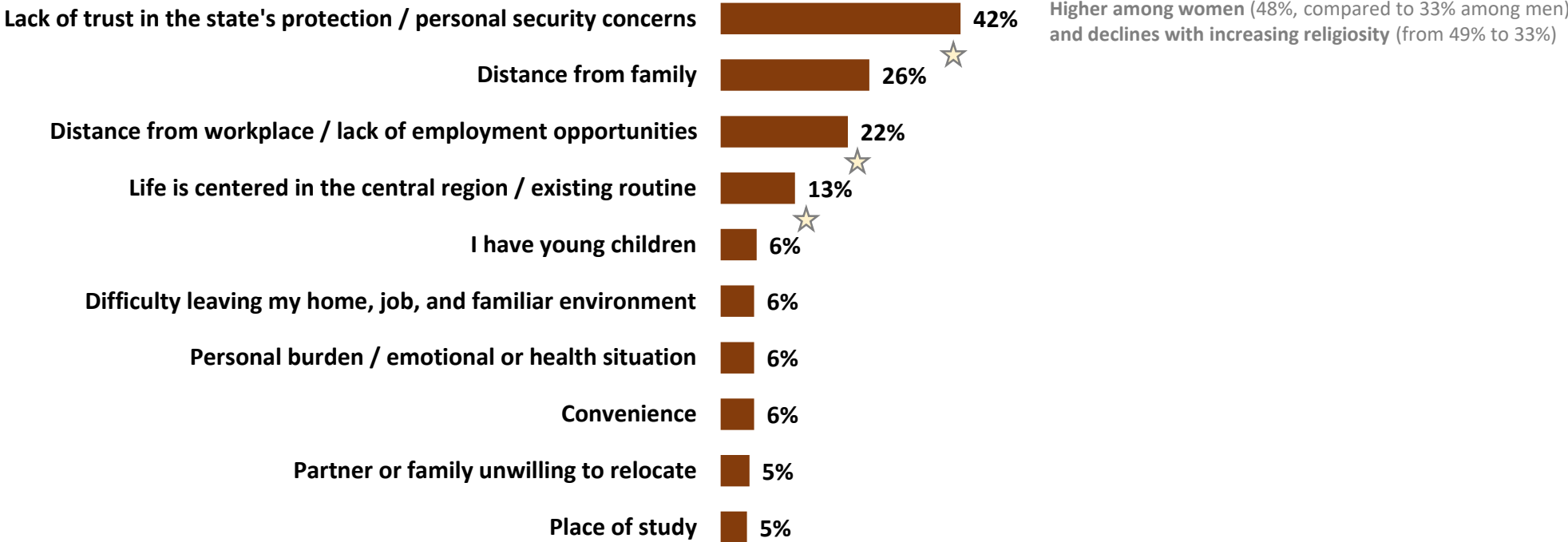
Barrier overview: between security concerns and the inertia of daily life.

The main obstacle to relocation is lack of security and trust in state protection, alongside distance from family and employment centers. Beyond these factors, inertia plays a major role- difficulty leaving familiar surroundings and disrupting an established routine for an uncertain future.

Barriers for Joining the Initiative and Relocating to the North or Gaza

Among those who wouldn't consider joining the initiative, N=238

Additional responses were mentioned at lower rates



★ Significant difference

What are the main reasons that wouldn't make you consider joining the initiative and relocating to live in communities in the North or the Gaza border region?



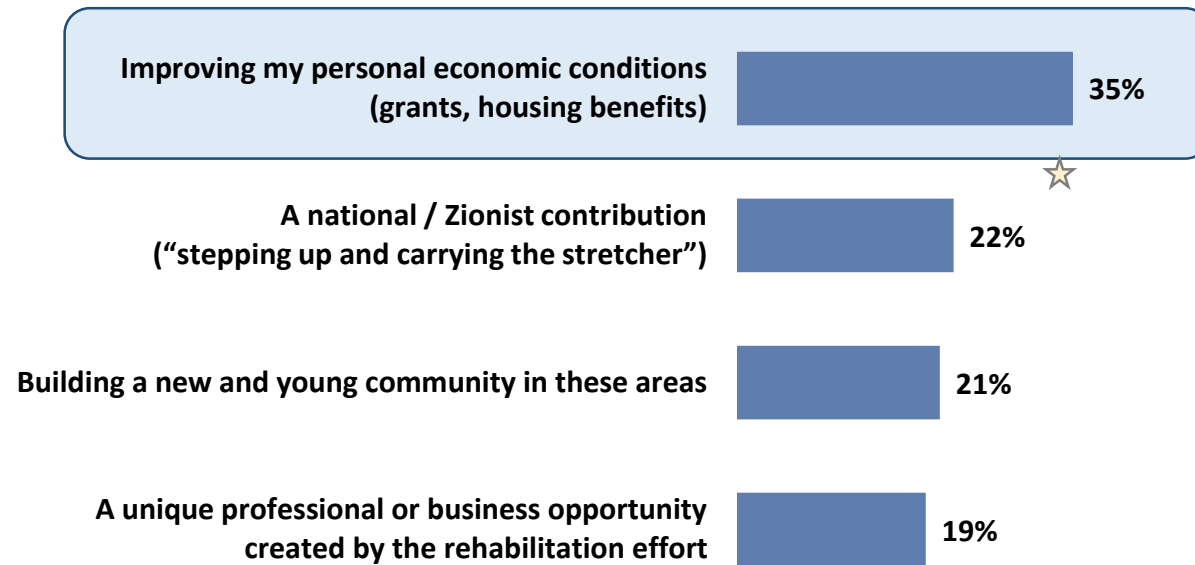
Economic conditions are the critical factor in mobilizing young people to the initiative.

The gap between economic and ideological motivation suggests that contributing to national recovery is seen as a mutual exchange: young people are willing to take part but expect meaningful economic support that improves their personal situation.

Main Motivation for Joining the Initiative

Aided

Additional responses were mentioned at lower rates



★ Significant difference

If you were to join such an initiative, what would be your main motivation?

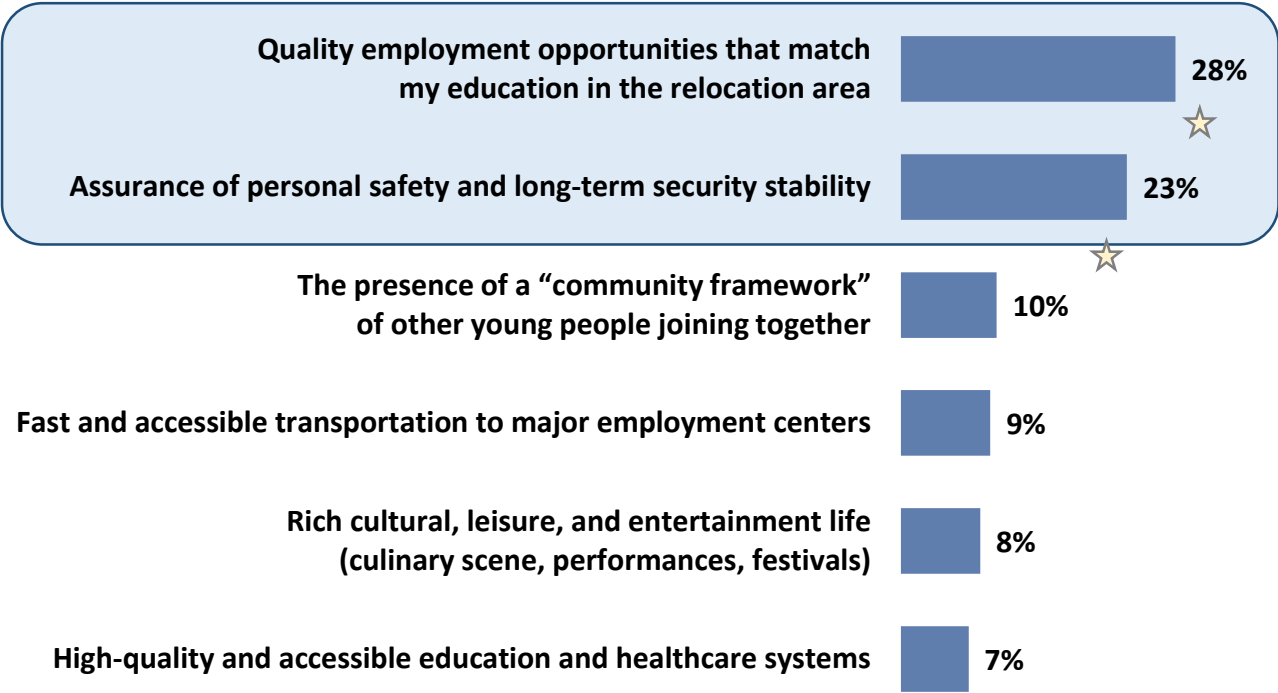


Quality employment and personal security are decisive anchors in relocation decisions.

More than half of young people define quality employment that matches their education, alongside long-term personal security, as essential preconditions for relocation. Community, transportation, and leisure are viewed as secondary considerations.

Key Condition for Joining the Initiative and Relocating to the North or the Gaza

Additional responses were mentioned at lower rates



★ Significant difference

What would be the main condition that would encourage you to consider moving to the North or the Gaza Envelope as part of the rehabilitation effort?



Experiences and Perceptions of Young People Following ~~the War~~

Summary



Summary (1)

The findings portray a young generation (ages 22–35) carrying an unprecedented burden while experiencing a sense of collective trauma. Most feel their generation was affected more than others, reflected in the fact that about 30% of them or their partners served in reserve duty. The impact is not limited to individuals but shared across the generation: two-thirds report being directly affected by the war, and 38% personally know someone who was killed or injured.

Alongside the direct impact, young people report a deep erosion of their sense of security and stability. The cost of living, which many feel undermines their professional progress, combined with declining trust in the state's ability to provide security, has weakened what can be described as the "Israeli contract." As a result, national commitment is showing cracks: more than half report a weakening desire to build their future in Israel, and 44% are considering emigration, rising to 58% among secular respondents.

When examining willingness to participate in a national initiative to rebuild the North and South, a clear gap emerges between sentiment and action. While about half express general interest, only a small core of about 6% say they would relocate. The findings suggest a shift in motivations: ideological and Zionist drivers are no longer dominant, and economic considerations and quality of life have become the primary incentives for relocation.



Summary (2)

Barriers to relocation are structural and relate to basic needs: lack of trust in state protection and distance from family support networks, which remain a key anchor. In addition, the data challenges the assumption of widespread remote work- most young people still rely on physical presence at work, requiring real employment opportunities or transportation solutions. The most vulnerable group in this context appears to be secular, educated young people and women, who show higher levels of pessimism and relatively low engagement with local authorities.

Considering the findings, successfully mobilizing young people requires shifting the narrative from “mobilization” to “opportunity.” The initiative should offer a holistic framework that removes key barriers and creates clear economic value:

- **Employment security as a core anchor:** Create quality job opportunities aligned with young people’s education and career paths. It is not enough to offer jobs- there must be a career horizon comparable to the center.
- **Personal security guarantees:** Rebuilding trust requires ensuring long-term safety and stability as a prerequisite for any relocation initiative.
- **Direct economic incentives:** Develop a benefits package (grants, subsidized housing) that makes relocation economically worthwhile and compensates for the distance from the center and family.
- **Strengthening the community framework:** Since family proximity is a key factor in location choices, the initiative should build strong young communities that provide a supportive social safety net.





Marketing, advertising and public opinion

A variety of research and survey solutions, as a tool that supports decisions in planning business and marketing strategy for decision makers, advertising agencies and public relations.



Quality of service and customer experience

Models, methods and operative solutions, for measuring and improving customer satisfaction, sales and service processes, strengthening loyalty and customer retention.



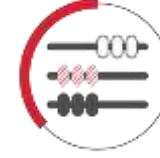
Pharma and Medicine

Specializing in epidemiological and medical marketing research, in a variety of therapeutic areas, the pharmaceutical market and the OTC market.



Customer segmentation and audience mapping

Mapping and characterizing customers, locating potential customers identifying and analyzing marketing opportunities, at the resolution of communities / neighborhoods and residential buildings.



Economic feasibility and market potential

Models, methods and unique research tools for estimating economic potential, making decisions in planning processes, branch deployment and conceptual initiative.



Urban planning

A wide range of solutions for local authorities, planning institutions and entrepreneurs, for diagnosing, analyzing, obtaining information and supporting decisions to promote urban planning.



Models and information-intensive solutions

Research and development of models and information intensive solutions based on a unique national information system and computerized analytical mapping (GIS)

